**Financial Projections**

**5-Year Model (2025-2030)**

Multi-Tenant HOA Accounting System

# Summary Table (5-Year Overview)

| **Metric** | **2025 (Y0)** | **2026 (Y1)** | **2027 (Y2)** | **2028 (Y3)** | **2029 (Y4)** | **2030 (Y5)** |
| --- | --- | --- | --- | --- | --- | --- |
| **ARR** | $0 | $200K | $600K | $1.5M | $3.2M | $5.5M |
| **Customers** | 0 | 40 | 100 | 225 | 450 | 780 |
| **YoY Growth** | - | - | 200% | 150% | 113% | 72% |
| **Headcount** | 1 | 3 | 5 | 8 | 12 | 18 |
| **Monthly Burn** | -$15K | -$25K | -$35K | -$50K | -$75K | **$0** |

# Unit Economics

| **Metric** | **Value** | **Notes** |
| --- | --- | --- |
| **Average MRR per Customer** | $500 | Blended across all tiers |
| **Customer Lifetime (years)** | 5 years | High switching costs |
| **LTV (Lifetime Value)** | **$25,500** | $500/mo × 60 months × 85% |
| **CAC (Customer Acquisition Cost)** | **$3,000** | 60-90 day sales cycle |
| **LTV/CAC Ratio** | **8.5x** | Excellent (target > 3x) |
| **CAC Payback Period** | **7 months** | Industry: 12-18 months |
| **Gross Margin** | 85% | Standard SaaS |

# Funding Requirements

| **Period** | **Capital Required** | **Use** |
| --- | --- | --- |
| **Pre-Seed (Year 0-1)** | **$400,000** | MVP development, initial customers |
| **Seed (Year 2-3)** | $1,000,000 | Scale to $1M ARR, 8-person team |
| **Series A (Year 3-4)** | $2,000,000 | Scale to $3M ARR, profitability |
| **Total** | **$3,400,000** | Cumulative through profitability |

# Pre-Seed Round (Current Ask)

## Use of Funds: $400,000 (12-month runway)

| **Category** | **Amount** | **% of Total** |
| --- | --- | --- |
| Engineering (2 engineers × 6 months) | $180,000 | 45% |
| Founder Salary (6 months) | $60,000 | 15% |
| Product/Design (1 designer × 6 months) | $45,000 | 11% |
| Infrastructure (AWS, Plaid, tools) | $15,000 | 4% |
| Legal/Accounting | $10,000 | 3% |
| Sales/Marketing | $40,000 | 10% |
| Buffer/Contingency (20%) | $50,000 | 13% |
| **Total** | **$400,000** | **100%** |

## Runway: 12 months to reach $200K ARR

# Key Assumptions

**Revenue Assumptions:**

• Average MRR per customer: $400-$600 (varies by HOA size)

• Customer lifetime: 5-7 years (high switching costs)

• Churn rate: 0% (Y1-2), 3-6% (Y3-5), 8-10% (steady state)

• Sales cycle: 60-90 days (enterprise sales to HOA boards)

**Cost Assumptions:**

• Engineering salaries: $120K-$140K (mid-senior level)

• Sales/marketing: 25-35% of revenue (Year 1-3), 15-20% (Year 4-5)

• Infrastructure: $30-$50 per customer per year

• Gross margin: 85% (standard SaaS benchmark)

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