

Financial Model Assumptions (12–24 months)

Revenue Assumptions

- Studio revenue: \$50K–\$250K per project + retainers (\$5K–\$25K/mo)
- Monthly subscription ARPU: \$49 / \$149 / \$399
- Paid conversion: 3–8%
- Overages: 10–25% of subscription revenue
- Enterprise deals: 1–5 per quarter after month 9

Cost Assumptions

- LLM/API cost per active builder: \$10–\$60 / month
- Runtime infra per active user: \$5–\$20 / month
- Gross margin target: 60–75%

Growth Assumptions

- New users per month: 10–25% MoM early
- Retention (month 3): 60–80%

Spend

- Team: 60%
- Infra + APIs: 20%
- Marketing: 15%
- Ops/Legal: 5%