

# Revenue Upside Addendum (12-Month Target)

## Studio-First Revenue Engine

Omega operates a studio model to generate revenue immediately while the platform scales.

**\*\*Typical studio deal profile\*\***

- Implementation fees: \$50K–\$250K per project
- Retainers: \$5K–\$25K per month
- Typical cycle: 4–10 weeks per project

**\*\*12-month studio revenue scenario\*\***

- 12–24 projects at \$75K–\$150K each = **\*\*\$0.9M–\$3.6M\*\***
- Retainers across 10–20 clients = **\*\*\$0.6M–\$3.0M\*\***

## Platform Revenue Upside

As the builder gains traction, subscriptions + usage credits scale in parallel.

**\*\*Subscription + usage scenario\*\***

- 500–2,000 paid users at \$99–\$199 ARPU = **\*\*\$0.6M–\$4.8M ARR\*\***
- Usage credits add 10–25% on top

## Combined Potential (Aggressive Marketing + Enterprise Deals)

**\*\*\$1–10M+ ARR within 12 months\*\*** is achievable by combining studio revenue and platform subscriptions, especially with AI receptionist deployments as a repeatable vertical.

## Key Assumptions

- Focused marketing (paid + partnerships)
- Strong case studies and references
- Conversion into enterprise pilots
- Disciplined cost controls on inference and runtime