

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