

EcoNexus Systems OÜ  
Estonian Registry Code: 17218648  
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e-Residency Business Entity • EU GDPR Compliant

Document Title: 12-Month Revenue Forecast — MVP 1 (One World Lingo) (v1.0)  
Date Prepared: 28 June 2025  
Prepared by: Rex Dale Black Jr, Founder & CEO

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### **Purpose:**

To provide a 12-month revenue projection for MVP 1 based on current pricing tiers, user growth targets, and expected conversion rates, supporting loan applications, investor discussions, and internal financial planning.

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### **Assumptions:**

- Trial → Paid conversion rate: 15%
- Paid plan distribution:
  - 50% Basic (€39.99)
  - 30% Pro (€99.99)
  - 15% Pro Compliant (€149.99)
  - 5% Enterprise (€299.99)
- Growth from 50 users (Month 1) → 1000 users (Month 12)

**Projected Revenue by Month:**

Month	New Users	Trials → Paid	Est. Monthly Recurring Revenue (€)
1	50	7	~€500
3	150	22	~€1,800
6	350	52	~€4,300
9	700	105	~€8,500
12	1000	150	~€12,500

**Year-End Totals:**

- Active Paid Users: ~150
- Annualized Recurring Revenue (ARR): ~€150,000
- One-Time Top-Ups: ~€2,000

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**Status:** Official Document for loan/grant applications and investor due diligence.

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Signed:  
Rex Dale Black Jr  
Founder & CEO  
EcoNexus Systems OÜ

Digitally signed via Estonian Qualified Digital Signature (DigiDoc4).  
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