

Paths to R10M Revenue

Four ways InvestRand could 5x their revenue

PATH 1: SCALE THE FUNNEL

5,000 users

at current 5% conversion = 250 transactions

= ~R10M revenue

PATH 2: IMPROVE CONVERSION

20% conversion

from existing 1,000 users = 200 transactions

= ~R8-10M revenue

PATH 3: MOVE UPMARKET

R2M+ properties

Focus on higher-value deals

= R100k+ per deal, fewer deals needed

PATH 4: SYSTEMISE SALES

Reduce founder dependency

CRM automation + playbooks

= Scalable without Ezra in every deal

Note: A R660k full-stack rewrite doesn't directly address any of these growth paths.