


TalkBeta – Cost Breakdown & Funding Ask

Milestone

- **Goal:** 3,500 paying users in 24 months
 - **Price point:** \$3/month per user
 - **Revenue at milestone:** \$10,500/month
 - **Burn at milestone:** ~\$9,000/month
 - **Status at milestone:**  Profitable (Revenue > Burn by ~\$1,500/month)
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Monthly Cost Breakdown

1. Speech-to-Text API (Azure, with delivery feedback)

- Avg usage: **60 mins/month per user** (engagement cap & realistic avg)
 - 3,500 users × 60 mins = **210,000 mins/month**
 - Azure rate ≈ \$0.0167/min
 - **Total: ~\$3,500/month**
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2. Infrastructure & Tools

- Cloud hosting (Render, Supabase, storage, scaling DB): \$400
- Monitoring & analytics: \$150

- Email & comms (SendGrid, Postmark, etc.): \$150
 - **Total: ~\$700/month**
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3. Marketing & Growth

- Social media ads (FB, IG, TikTok): \$1,500
 - Content creation & SEO: \$800
 - Ambassadors & partnerships: \$700
 - **Total: ~\$3,000/month**
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4. Team & Operations

- Freelance dev/design support: \$1,000
 - Admin/legal/accounting: \$500
 - SaaS tools & misc ops: \$300
 - **Total: ~\$1,800/month**
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Total Monthly Burn

- API: \$3,500
- Infra & Tools: \$700
- Marketing & Growth: \$3,000
- Team & Ops: \$1,800

👉 Total: \$9,000/month

24-Month Runway Requirement

- $\$9,000 \times 24 = \$216,000$
 - 20% buffer for unexpected costs = **\$260,000**
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Funding Ask Recommendation

👉 Raise ~\$260k for 24 months runway to:

- Reach **3,500 paying users** at \$3/month
 - Achieve **\$10,500 monthly revenue**
 - Be **profitable by month 24**
 - Position for a **scalable, self-sustaining growth path**
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This structure tells a **clear story**: affordable subscription, controlled burn, responsible runway, and profitability within 2 years.