

RUNWAY KILL-SWITCH ALERT

Your company has 12.3 months to live. 5 initiatives are killing you.

21.50

RUNWAY REMAINING (Months)

\$1.82M

CASH BALANCE

\$84.74K

MONTHLY BURN RATE

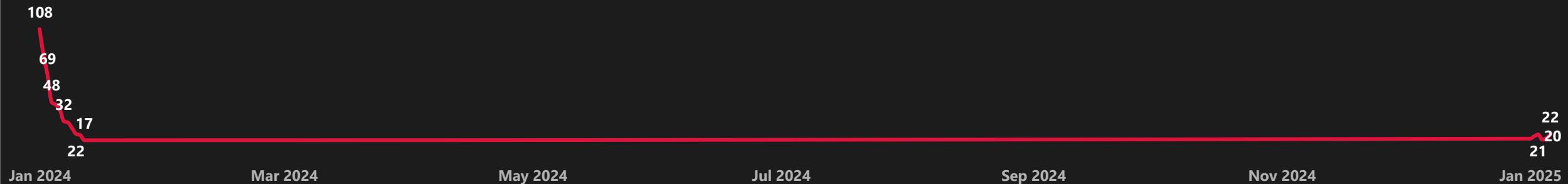
4

KILL IMMEDIATELY

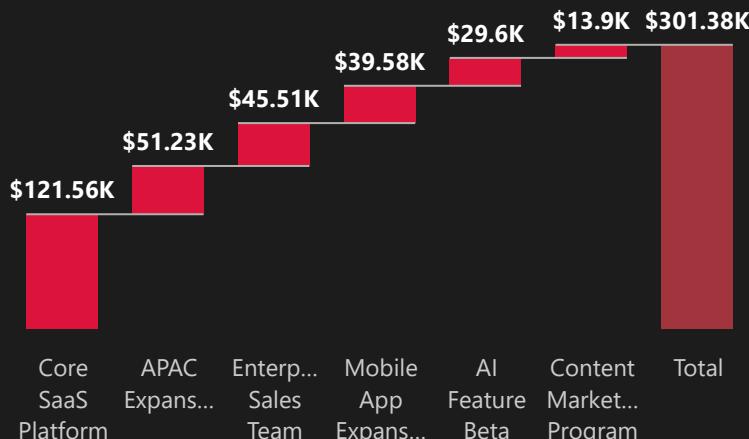
977.50

RUNWAY EXTENSION AVAILABLE...

Runway Death Spiral



Where Is Your Money Going? (Monthly Burn)



Cash Balance Forecast: Act or Die



⚠ CRITICAL DECISION REQUIRED

STATUS: 5 initiatives burning \$1.14M/month

THE MATH:

- Current runway: 12.3 months
- If you kill all negative ROI initiatives TODAY:
 - Runway extends to INFINITE (profitable!)
 - Monthly burn drops from \$1.14M → \$24K

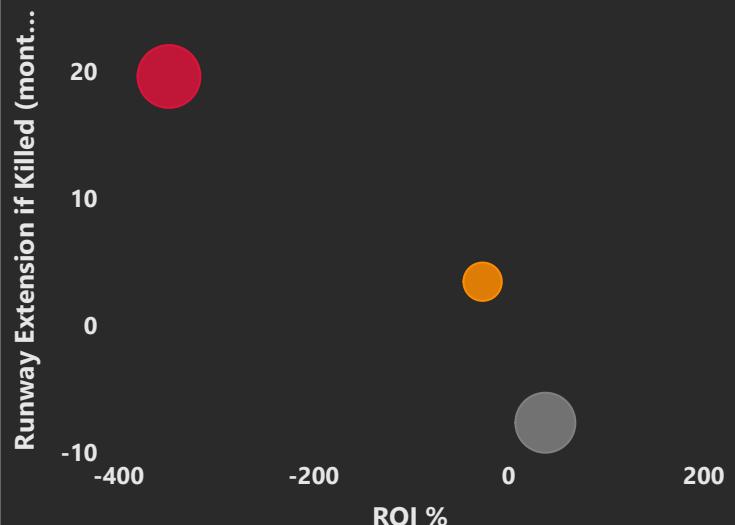
KILL-SWITCH DECISION MATRIX

Data-driven recommendations: Kill, Pause, or Scale each initiative

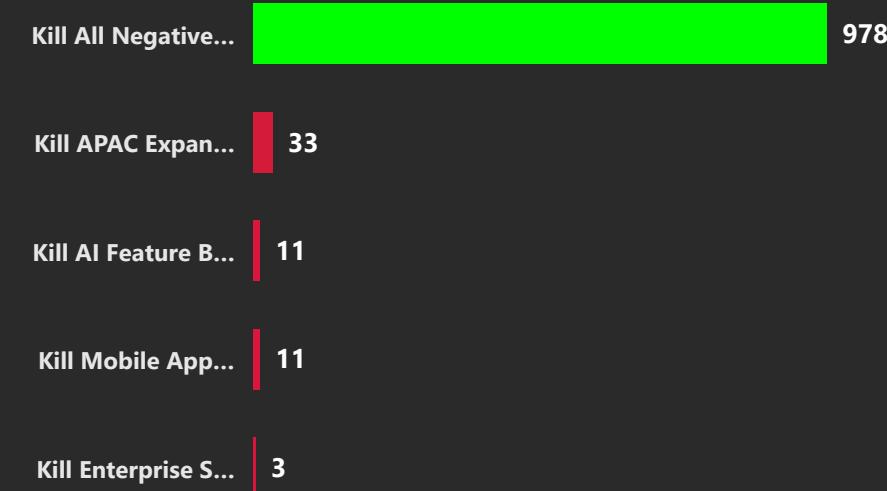
Initiative	Monthly Burn	Monthly Revenue	Net Burn	ROI %	Action	12 Month Loss (Expected)
AI Feature Beta	\$29,601.54	680.99	28,920.55	-97.70	KILL	3,47,046.60
APAC Expansion	\$51,231.2	0.00	51,231.20	-100.00	KILL	6,14,774.40
Content Marketing Program	\$13,897.86	3,203.42	10,694.44	-76.95	KILL	1,28,333.28
Core SaaS Platform	\$1,21,563.36	1,68,287.77	-46,724.41	38.44	CONTINUE	-5,60,692.92
Enterprise Sales Team	\$45,514.41	33,718.88	11,795.53	-25.92	PAUSE	1,41,546.36
Mobile App Expansion	\$39,576.15	10,757.42	28,818.73	-72.82	KILL	3,45,824.76
Total	\$3,01,384.52	2,16,648.48		-334.95		10,16,832.48

ROI vs Runway Impact (Kill Prioritization)

● CONTINUE ● KILL ● PAUSE



Runway Extension by Kill Scenario (Top 5)



KILL-SWITCH RECOMMENDATIONS

IMMEDIATE KILLS (0% chance of profitability):

- **APAC Expansion**
 - Burning \$51K/month, \$0 revenue
 - -100% ROI, never recovers
 - Kill = +32.8 months runway
 - NO DEBATE - SHUT IT DOWN TODAY
- **AI Feature Beta**
 - \$23K/month burn, \$431 revenue
 - -98% ROI, 0% profit probability
 - Kill = +11.1 months runway
- **Content Marketing**
 - \$14K/month burn, \$2.2K revenue

SCENARIO PLANNER - INTERACTIVE RUNWAY SIMULATOR

Simulate different kill decisions and see runway impact in real-time

OPTIMAL SCENARIO

Kill All Negative ROI Initiatives

\$131.46K

MONTHLY CASH SAVED

977.50

RUNWAY EXTENSION (Months)

Scenario

All

Scenario	Initiatives Killed	New Monthly Burn	New Runway (Months)	Runway Gained (Months)
Baseline (Current)	0	\$84,736.04	21.50	0.00
Kill AI Feature Beta	1	\$55,815.49	32.60	11.10
Kill All Negative ROI	5	(\$46,724.41)	999.00	977.50
Kill APAC Expansion	1	\$33,504.84	54.31	32.81
Kill Content Marketing Program	1	\$74,041.60	24.57	3.07
Total	11	\$4,61,691.83	1,203.30	1,031.30

24-Month Cash Forecast by Scenario

● Current Trajectory (Do Nothing) ● Kill All Negative ROI ● Scale Core SaaS ● Optimal (Kill + Scale)



DECISION FRAMEWORK

CURRENT STATE:

- Runway: 21.5 months
- Monthly burn: \$84,736
- Cash: \$1,819,510

SCENARIO ANALYSIS:

1 DO NOTHING (Current Trajectory)

Result: Bankrupt in 21.5 months

Decision: UNACCEPTABLE

2 KILL APAC EXPANSION ONLY