

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1																					
2																					
3		Best Case		30%																	
4		Worst Case		30%																	
5																					
6		Live Case			Actuals				Forecast												
7		Account#	Department	Description	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	
8		11256	Marketing	Paid Ads	22992	24001	26558	25446	34918	34999	37128	37052	39132	39145	41174	41188	43213	43226	45250	45262	
9		11257	Marketing	Influencers	53326	54223	51000	50000	63516	61862	59597	57969	55733	54157	51612	50085	47596	45999	43766	42015	
10		11259	Engineering	Consulting	35888	36880	37995	40000	28829	29830	30825	31790	32770	33751	34731	35712	36693	37673	38654	39635	
11		11260	Engineering	Travel	87942	85224	82469	81005	54900	53325	51739	50128	48532	46935	45338	43737	42138	40539	38940	37341	
12		11263	Support	Software	92622	90005	87556	84522	57342	55444	53538	51655	49760	47787	45937	44069	42151	40254	38357	36391	
13		11264	Support	Call Center	27416	26554	24330	22338	14549	13276	11997	10779	9538	8022	7165	5790	4276	3382	2021	578	
14		11267	HR	Recruiting Events	41696	41696	42558	45448	32380	33393	34405	35317	36277	37238	38198	39159	40120	41081	42042	43003	
15		11268	HR	Meetups	60285	61225	68994	72410	53694	56512	60963	63613	67864	70560	74806	77725	81951	84097	88842	91760	
16																					
17		Case 1: Best Case			Actuals				Forecast												
18	x	Account#	Department	Description	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	
19		11256	Marketing	Paid Ads	22992	24001	26558	25446	34918	34999	37128	37052	39132	39145	41174	41188	43213	43226	45250	45262	
20		11257	Marketing	Influencers	53326	54223	51000	50000	63516	61862	59597	57969	55733	54157	51612	50085	47596	45999	43766	42015	
21		11259	Engineering	Consulting	35888	36880	37995	40000	28829	29830	30825	31790	32770	33751	34731	35712	36693	37673	38654	39635	
22		11260	Engineering	Travel	87942	85224	82469	81005	54900	53325	51739	50128	48532	46935	45338	43737	42138	40539	38940	37341	
23		11263	Support	Software	92622	90005	87556	84522	57342	55444	53538	51655	49760	47787	45937	44069	42151	40254	38357	36391	
24		11264	Support	Call Center	27416	26554	24330	22338	14549	13276	11997	10779	9538	8022	7165	5790	4276	3382	2021	578	
25		11267	HR	Recruiting Events	41696	41696	42558	45448	32380	33393	34405	35317	36277	37238	38198	39159	40120	41081	42042	43003	
26		11268	HR	Meetups	60285	61225	68994	72410	53694	56512	60963	63613	67864	70560	74806	77725	81951	84097	88842	91760	
27																					
28		Case 2: Base Case			Actuals				Forecast												
29	x	Account#	Department	Description	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	
30		11256	Marketing	Paid Ads	22992	24001	26558	25446	26860	26923	28560	28501	30101	30112	31672	31683	33241	33251	34808	34817	
31		11257	Marketing	Influencers	53326	54223	51000	50000	48859	47586	45844	44591	42872	41659	39701	38527	36612	35384	33666	32319	
32		11259	Engineering	Consulting	35888	36880	37995	40000	41184	42614	44036	45414	46815	48215	49616	51017	52418	53819	55220	56621	
33		11260	Engineering	Travel	87942	85224	82469	81005	78428	76178	73912	71612	69332	67051	64768	62481	60197	57913	55629	53345	
34		11263	Support	Software	92622	90005	87556	84522	81917	79206	76483	73792	71086	68268	65624	62955	60216	57506	54796	51987	
35		11264	Support	Call Center	27416	26554	24330	22338	20785	18966	17139	15398	13625	11460	10236	8271	6108	4831	2887	826	
36		11267	HR	Recruiting Events	41696	41696	42558	45448	46257	47705	49150	50452	51824	53197	54569	55942	57315	58687	60060	61433	
37		11268	HR	Meetups	60285	61225	68994	72410	76706	80731	87090	90876	96948	100800	106866	111036	117073	120138	126917	131086	
38																					
39		Case 3: Worst Case			Actuals				Forecast												
40	x	Account#	Department	Description	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	
41		11256	Marketing	Paid Ads	22992	24001	26558	25446	18802	18846	19992	19951	21071	21078	22171	22178	23269	23276	24365	24372	
42		11257	Marketing	Influencers	53326	54223	51000	50000	34201	33310	32091	31214	30010	29162	27791	26969	25628	24769	23566	22623	
43		11259	Engineering	Consulting	35888	36880	37995	40000	53539	55398	57247	59038	60859	62680	64501	66322	68143	69965	71786	73607	
44		11260	Engineering	Travel	87942	85224	82469	81005	101956	99031	96086	93095	90131	87166	84199	81225	78256	75286	72317	69348	
45		11263	Support	Software	92622	90005	87556	84522	106492	102968	99428	95930	92412	88748	85311	81842	78281	74758	71235	67584	
46		11264	Support	Call Center	27416	26554	24330	22338	27020	24656	22280	20018	17713	14898	13306	10753	7941	6280	3753	1074	
47		11267	HR	Recruiting Events	41696	41696	42558	45448	60134	62016	63895	65588	67372	69156	70940	72724	74509	76294	78078	79863	
48		11268	HR	Meetups	60285	61225	68994	72410	99717	104951	113217	118138	126032	131040	138926	144347	152194	156180	164992	170412	
49																					
50																					
51																					
52																					



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2		Operating Expenses Scenario				2									
3															
4		Income Statement Forecast													
5		In USD	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	
6		Revenue	704180	692930	691959	679763	678649	858384	853626	839720	835441	820872	818946	802948	
7		COGS	211254	207879	207588	203929	203595	257515	256088	251916	250632	246262	245684	240884	
8		Gross Profit	492926	485051	484372	475834	475054	600869	597538	587804	584809	574611	573262	562064	
9															
10		Operating Expenses													
11		Marketing	75718	74509	74404	73093	72973	71771	71373	70211	69853	68635	68474	67136	
12		Engineering	119612	118792	117949	117026	116146	115266	114385	113498	112615	111732	110849	109966	
13		Support	102702	98173	93622	89191	84711	79727	75859	71226	66325	62337	57683	52813	
14		HR	122963	128436	136240	141328	148772	153997	161435	166978	174387	178826	186977	192519	
15		Total Operating Expenses, Net	420994	419909	422215	420638	422603	420761	423052	421913	423179	421529	423982	422434	
16		Operating Income	71932	65142	62157	55197	52451	180107	174486	165891	161630	153081	149280	139630	
17															
18		Other Income/Expenses	5281	5197	5190	5098	5090	6438	6402	6298	6266	6157	6142	6022	
19		Pre-Tax Income	66651	59945	56967	50098	47361	173669	168083	159593	155364	146925	143138	133607	
20															
21		Taxes	16663	14986	14242	12525	11840	43417	42021	39898	38841	36731	35784	33402	
22		Net Income	49988	44959	42725	37574	35521	130252	126063	119695	116523	110194	107353	100206	
23															
24															
25		Assumptions													
26		Revenue													
27		Customer Acquisition Cost	30	30	30	30	30	25	25	25	25	25	25	25	
28		Price	279	279	279	279	279	299	299	299	299	299	299	299	
29															
30		Units Sold	2524	2484	2480	2436	2432	2871	2855	2808	2794	2745	2739	2685	
31		Revenue	704180	692930	691959	679763	678649	858384	853626	839720	835441	820872	818946	802948	
32															
33		Other													
34		COGS % of Revenue	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	
35		COGS	211254	207879	207588	203929	203595	257515	256088	251916	250632	246262	245684	240884	
36															
37		Other Income/Expense, Net % of COGS	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	
38		Other Income/Expense, Net	5281	5197	5190	5098	5090	6438	6402	6298	6266	6157	6142	6022	
39															
40		Tax Rate	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	
41															
42															
43															

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1														
2		Operating Expenses Scenario			3									
3														
4		Income Statement Forecast												
5		In USD	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
6		Revenue	492926	485051	484372	475834	475054	600869	597538	587804	584809	574611	573262	562064
7		COGS	147878	145515	145311	142750	142516	180261	179261	176341	175443	172383	171979	168619
8		Gross Profit	345048	339536	339060	333084	332538	420608	418277	411463	409366	402227	401283	393445
9														
10		Operating Expenses												
11		Marketing	53003	52156	52083	51165	51081	50240	49961	49148	48897	48044	47932	46995
12		Engineering	155495	154429	153333	152134	150990	149846	148700	147547	146399	145251	144103	142955
13		Support	133512	127625	121709	115948	110125	103646	98617	92594	86222	81038	74988	68657
14		HR	159851	166967	177112	183726	193404	200196	209866	217071	226703	232474	243070	250275
15		Total Operating Expenses, Net	501862	501177	504237	502973	505600	503927	507144	506360	508221	506807	510093	508883
16		Operating Income	-156813	-161641	-165177	-169889	-173062	-83319	-88868	-94897	-98855	-104580	-108809	-115438
17														
18		Other Income/Expenses	3697	3638	3633	3569	3563	4507	4482	4409	4386	4310	4299	4215
19		Pre-Tax Income	-160510	-165279	-168810	-173458	-176625	-87826	-93349	-99306	-103241	-108889	-113109	-119654
20														
21		Taxes	0	0	0	0	0	0	0	0	0	0	0	0
22		Net Income	-160510	-165279	-168810	-173458	-176625	-87826	-93349	-99306	-103241	-108889	-113109	-119654
23														
24														
25		Assumptions												
26		Revenue												
27		Customer Acquisition Cost	30	30	30	30	30	25	25	25	25	25	25	25
28		Price	279	279	279	279	279	299	299	299	299	299	299	299
29														
30		Units Sold	1767	1739	1736	1705	1703	2010	1998	1966	1956	1922	1917	1880
31		Revenue	492926	485051	484372	475834	475054	600869	597538	587804	584809	574611	573262	562064
32														
33		Other												
34		COGS % of Revenue	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
35		COGS	147878	145515	145311	142750	142516	180261	179261	176341	175443	172383	171979	168619
36														
37		Other Income/Expense, Net % of COGS	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
38		Other Income/Expense, Net	3697	3638	3633	3569	3563	4507	4482	4409	4386	4310	4299	4215
39														
40		Tax Rate	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
41														