

My first Lean-Case Story Book

Lean-Case: My first Lean-Case
Company: Test LTD
Created by: null null
Currency: USD
Date: Aug-30, 2016

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Lean Case Profile for My first Lean-Case



Overview

Company* Test LTD

Founded* -

Headquarter*

Employees* -

Contacts

Address1 -

Address2 -

Phone -

Email -

Skype -

Cell -

Company details

Funding received -

Most recent funding -

Categories -

Website -

Description -

Social

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Profit & Loss Summary

KEY METRICS

3

SALES UNITS

810

CUSTOMERS

6,444,388

\$ TOTAL REVENUES

99.1%

EBIT MARGIN

46.7%

EBIT MARGIN

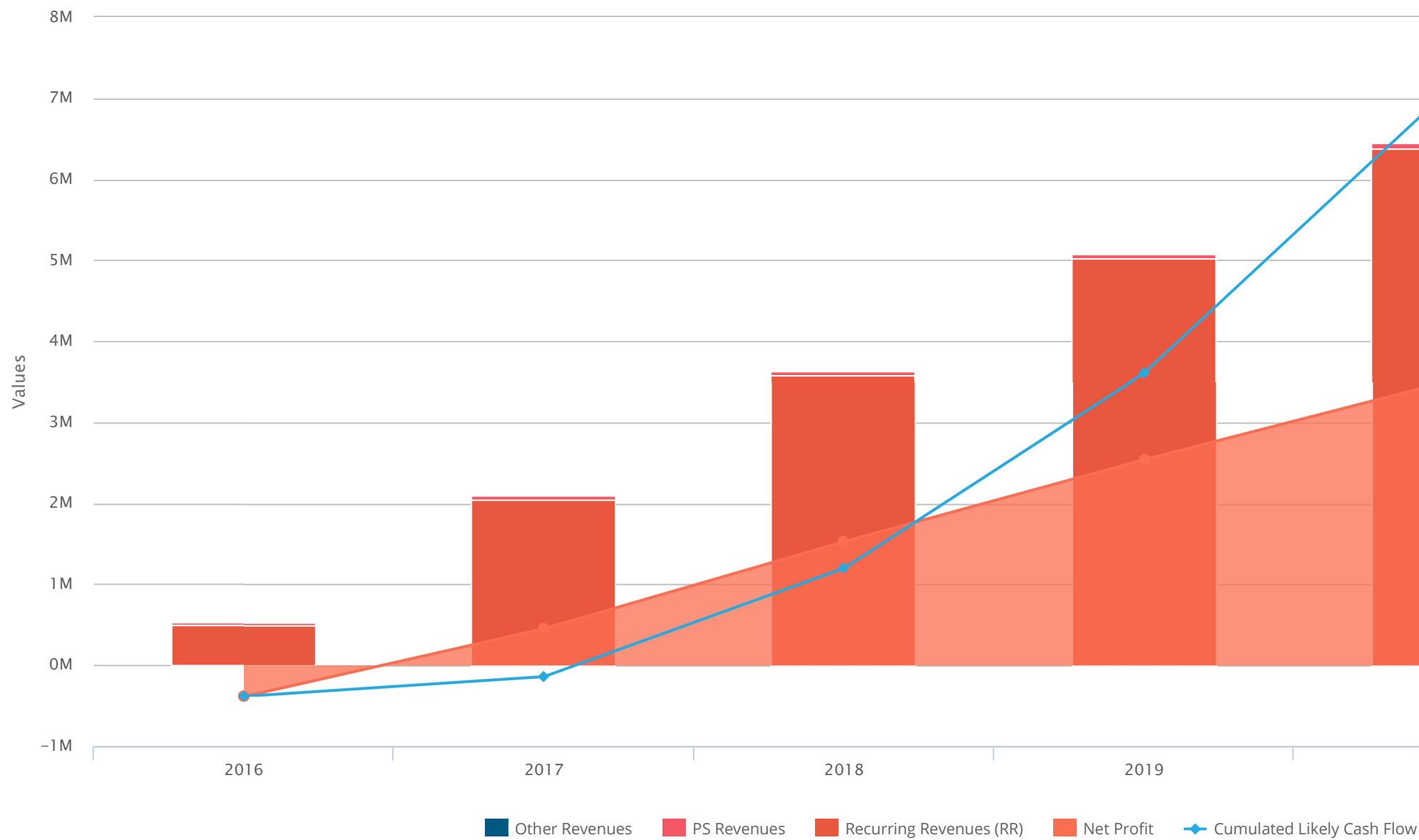
-379,218

MAX CASH REQ

PROFIT & LOSS SUMMARY - CHART

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& Loss Summary

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PROFIT & LOSS SUMMARY - DATA TABLE

	2016	2017	2018	2019	2020
# of Sales Units	3	3	3	3	3
# of total customers	187	403	573	706	810
▶ Total Revenues	529,614	2,104,368	3,638,879	5,083,809	6,444,388
▶ Cost of Service	179,130	659,892	1,120,246	1,553,725	1,961,898
GROSS PROFIT	350,485	1,444,476	2,518,633	3,530,084	4,482,490
Gross Profit Margin	66%	69%	69%	69%	70%
▶ Customer Acquisition Cost	733,618	988,637	988,637	988,637	988,637
NET PROFIT	-383,134	455,839	1,529,996	2,541,447	3,493,852
Net Profit Margin	-72.3%	21.7%	42%	50%	54.2%
▶ Operating Expenses	-246,350	-487,245	-487,245	-487,245	-487,245
EBIT	-629,484	-31,406	1,042,751	2,054,202	3,006,607
EBIT Margin	-118.9%	-1.5%	28.7%	40.4%	46.7%
Cumulated Likely Cash Flow	-379,218	-135,976	1,203,646	3,608,293	7,048,443

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Cash-Flow Scenarios

KEY METRICS

-128,953

\$ MAX CASH REQ YEARLY
PAYMENTS

17

\$ CF POSITIVE YEARLY
PAYMENTS

-379,218

\$ MAX CASH REQ LIKELY
PAYMENTS

17

\$ CF POSITIVE LIKELY
PAYMENTS

-660,890

\$ MAX CASH REQ
MONTHLY PAYMENTS

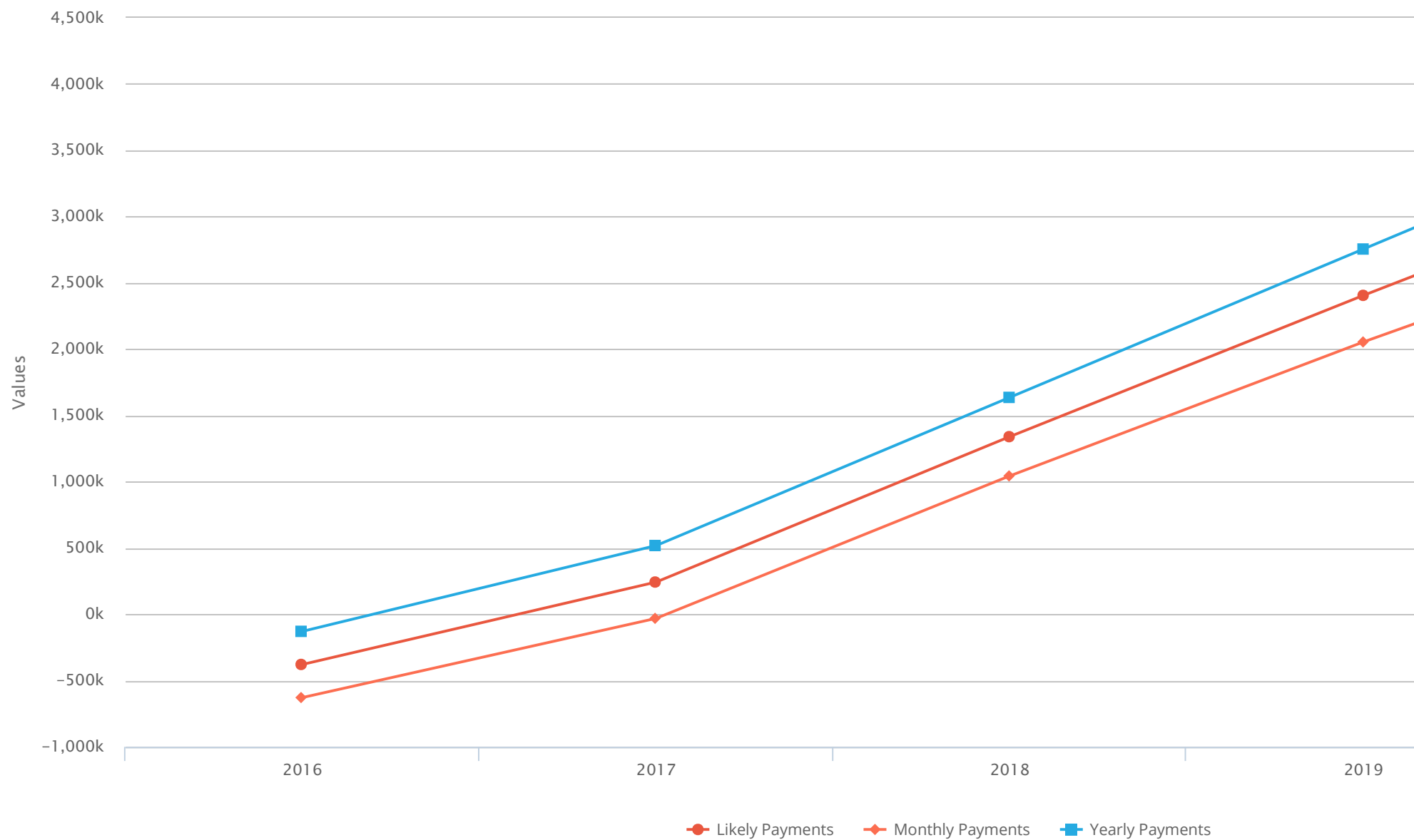
18

\$ CF POSITIVE MONTHLY
PAYMENTS

CASH FLOW SCENARIOS - CHART

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Cash-Flow Scenarios

CASH FLOW SCENARIOS - DATA TABLE

		2016	2017	2018	2019	2020
Yearly Payments		-128,953	517,892	1,636,492	2,755,092	3,873,692
Likely Payments		-379,218	243,243	1,339,622	2,404,647	3,440,150
Monthly Payments		-629,484	-31,406	1,042,751	2,054,202	3,006,607
Cumulated Yearly Payments		-128,953	388,939	2,025,431	4,780,523	8,654,215
Cumulated Likely Payments		-379,218	-135,976	1,203,646	3,608,293	7,048,443
Cumulated Monthly Payments		-629,484	-660,890	381,861	2,436,063	5,442,671

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Single Unit Lifecycle - Summary

KEY METRICS

3,542

NEW MRR PER SALES UNIT

0.5%

NET MRR CHURN

12

Months

TIME TO BREAK EVEN

\$

CASH FLOW REQ

15

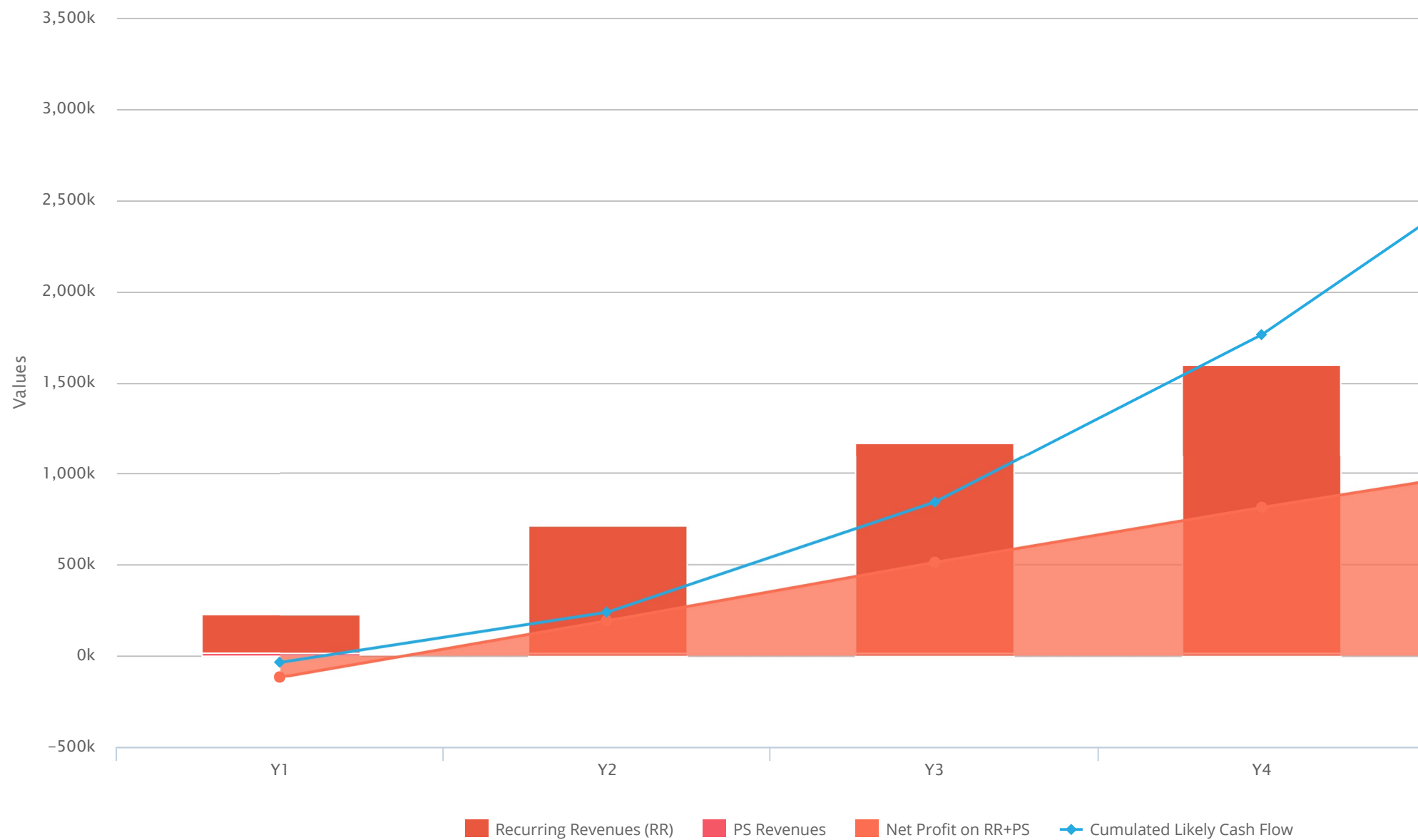
Months

TIME TO GET INVEST BACK

SINGLE UNIT SUMMARY - CHART

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Single Unit Lifecycle - Summary

SINGLE UNIT SUMMARY - DATA TABLE

	Y1	Y2	Y3	Y4	Y5
# of Sales Units	1	1	1	1	1
# of total customers	68	130	179	218	248
Total Revenues per Period	227,584	710,168	1,165,918	1,595,062	1,999,154
Recurring Revenues (RR)	212,578	693,019	1,148,768	1,577,913	1,982,005
RR Cost of Service	63,773	207,906	344,631	473,374	594,601
RR Gross Profit	148,805	485,113	804,138	1,104,539	1,387,403
RR Customer Acquisition Cost	269,517	296,591	296,591	296,591	296,591
RR NET PROFIT	-120,713	188,522	507,547	807,948	1,090,812
Prof. Service Revenues (PS)	15,005	17,149	17,149	17,149	17,149
 ice	12,004	13,719	13,719	13,719	13,719
 t	3,001	3,430	3,430	3,430	3,430

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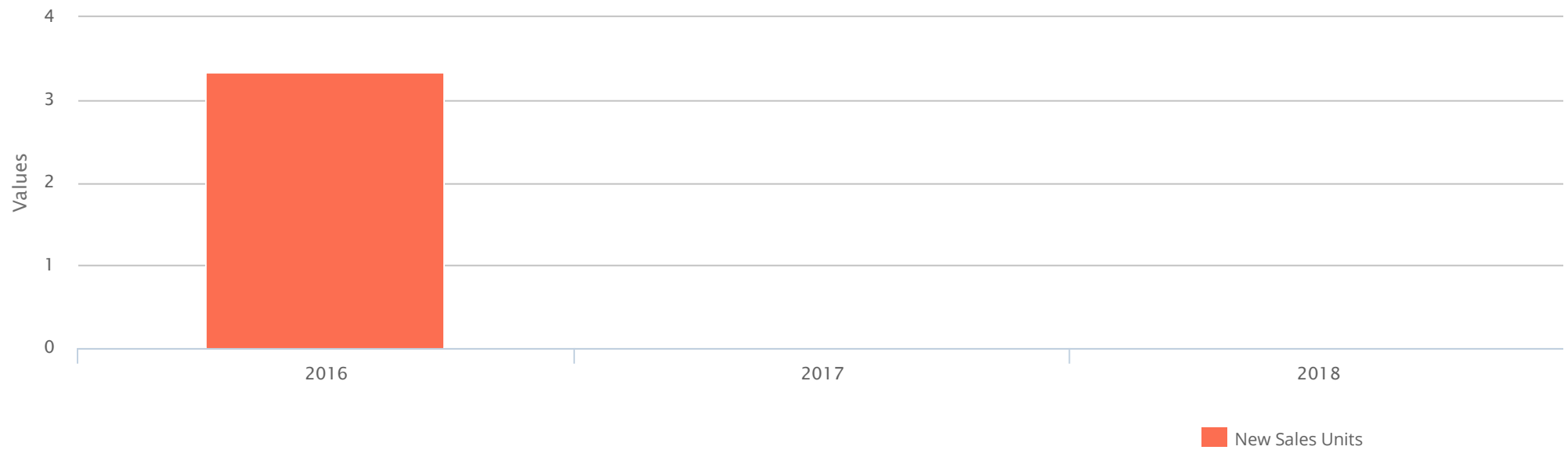
Net Profit on RR + PS	-117,711	191,952	510,977	811,378	1,094,242
Net Profit Margin	-51.7%	27%	43.8%	50.9%	54.7%
Cumulated Likely Cash Flow	-35,926	238,785	840,799	1,760,803	2,990,030



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Add Units

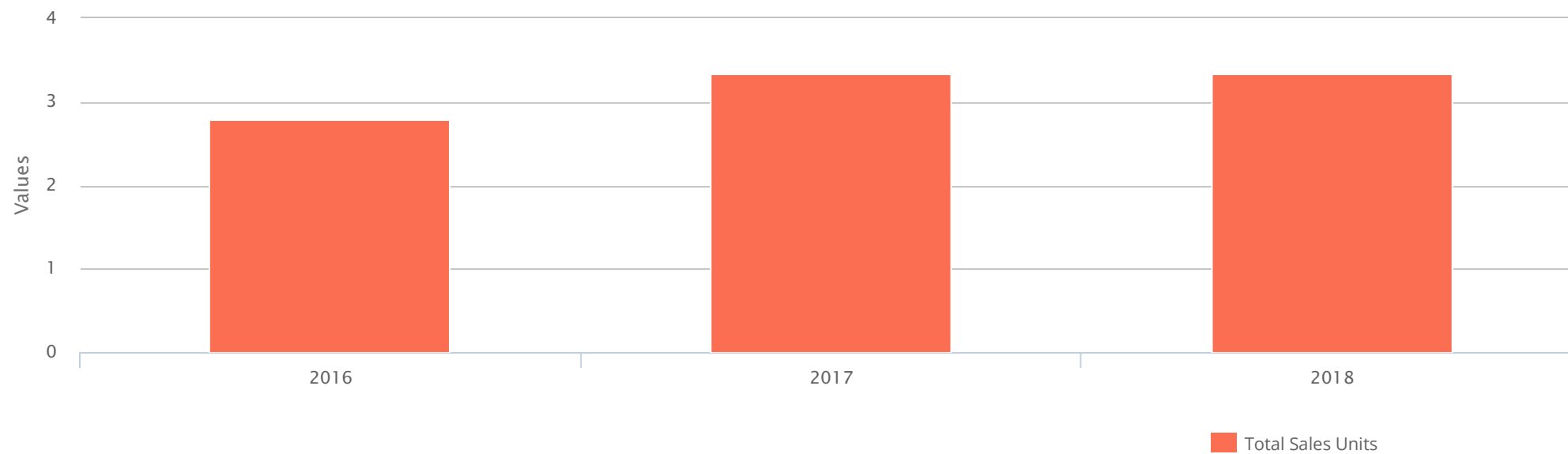
NEW SALES UNIT - CHART



TOTAL SALES UNITS - CHART



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All Units - Analysis

KEY METRICS

11,806

MRR PER SALES UNIT

0.5%

NET MRR CHURN

14

Months

TIME TO BREAK EVEN

\$

CASH FLOW REQ

17

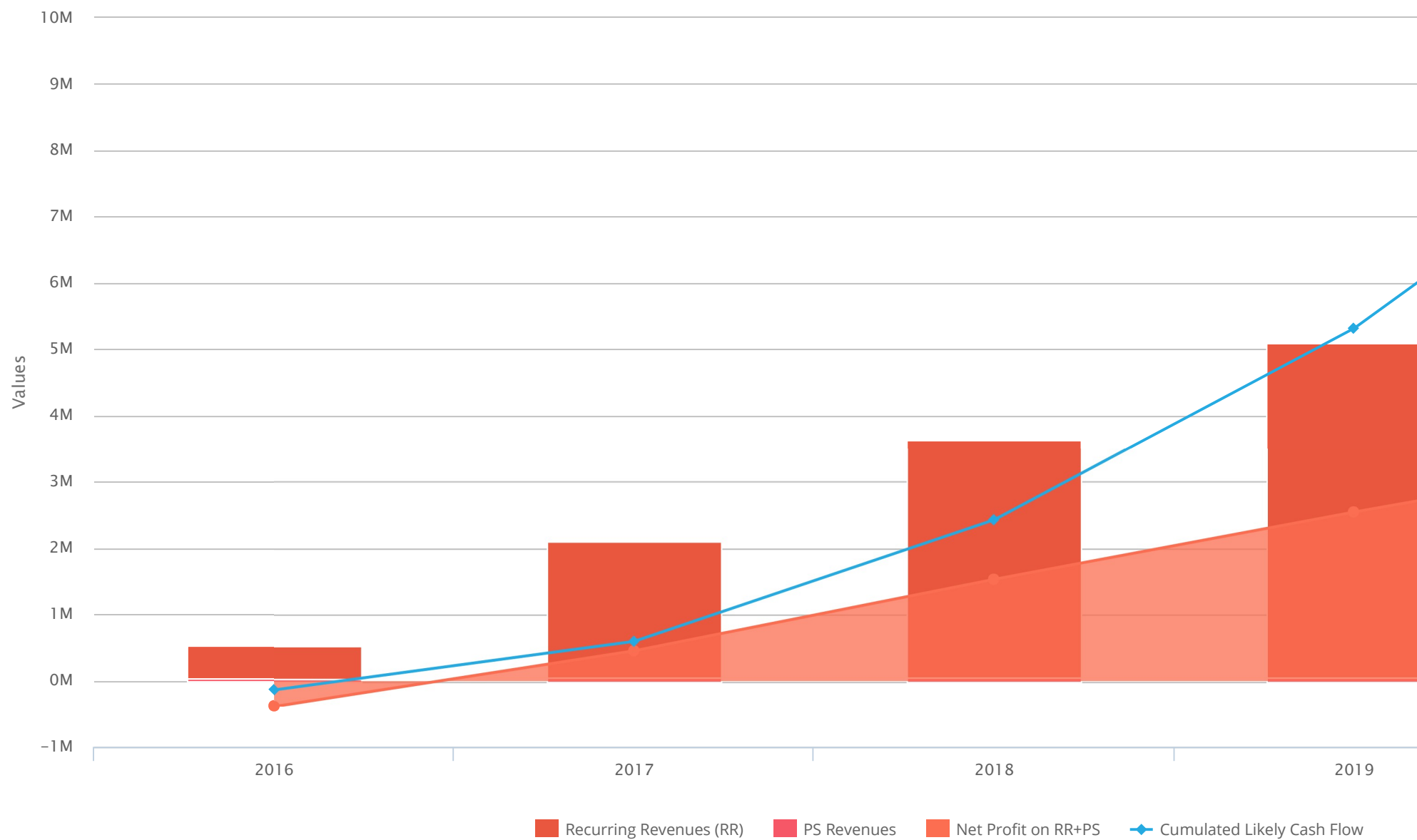
Months

TIME TO GET INVEST BACK

ALL UNITS SUMMARY - CHART

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Lean-Case: My first Lean-Case

All Units - Analysis

ALL UNITS SUMMARY - DATA TABLE

	2016	2017	2018	2019	2020
# of Sales Units	2.8	3.3	3.3	3.3	3.3
# of total customers	187	403	573	706	810
Total Revenues per Period	529,614	2,104,368	3,638,879	5,083,809	6,444,388
Recurring Revenues (RR)	489,123	2,047,205	3,581,715	5,026,645	6,387,224
RR Cost of Service	146,737	614,161	1,074,515	1,507,994	1,916,167
RR Gross Profit	342,386	1,433,043	2,507,201	3,518,652	4,471,057
RR Customer Acquisition Cost	733,618	988,637	988,637	988,637	988,637
RR NET PROFIT	-391,232	444,406	1,518,563	2,530,014	3,482,419
Prof. Service Revenues (PS)	40,491	57,164	57,164	57,164	57,164
PS Cost of Service	32,393	45,731	45,731	45,731	45,731
Prof. Service Net Profit	8,098	11,433	11,433	11,433	11,433
RR + PS	-383,134	455,839	1,529,996	2,541,447	3,493,852

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Net Profit Margin	-72.3%	21.7%	42%	50%	54.2%
Cumulated Likely Cash Flow	-132,868	597,619	2,424,486	5,316,378	9,243,772



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Existing Business

EXISTING BUSINESS- DATA TABLE

	Y1	Y2	Y3	Y4	Y5
Recurring Revenues	0	0	0	0	0
Prof. Service Revenues	0	0	0	0	0
Other Revenues	0	0	0	0	0
Total Revenues	0	0	0	0	0
Cost of Service	0	0	0	0	0
Cost of Sales	0	0	0	0	0
Cost of Leads	0	0	0	0	0
Total Direct Cost	0	0	0	0	0
Net Profit/Cash-Flow	0	0	0	0	0

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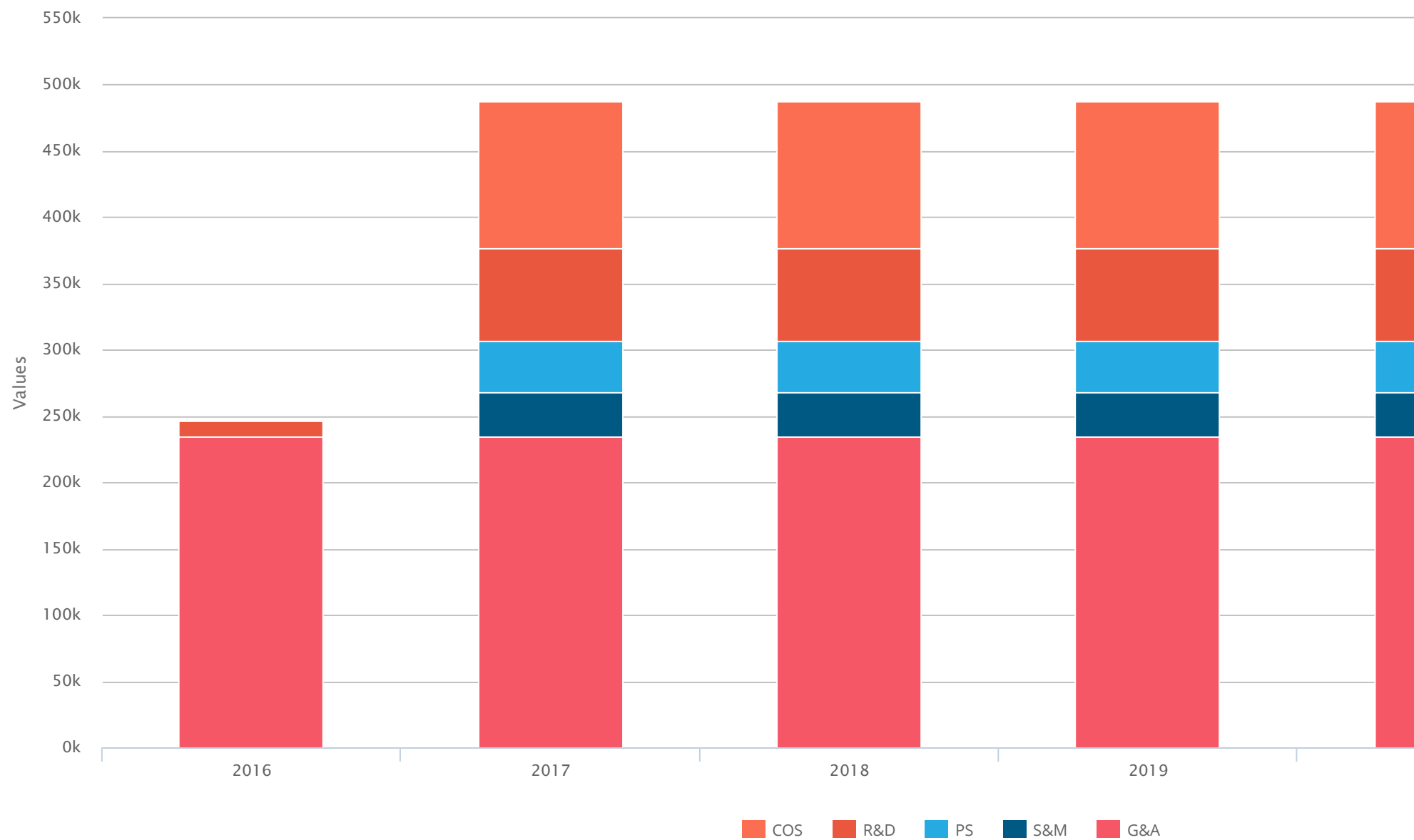
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View Opex and HC Chart

OPEX CHART



Lean-Case: My first Lean-Case



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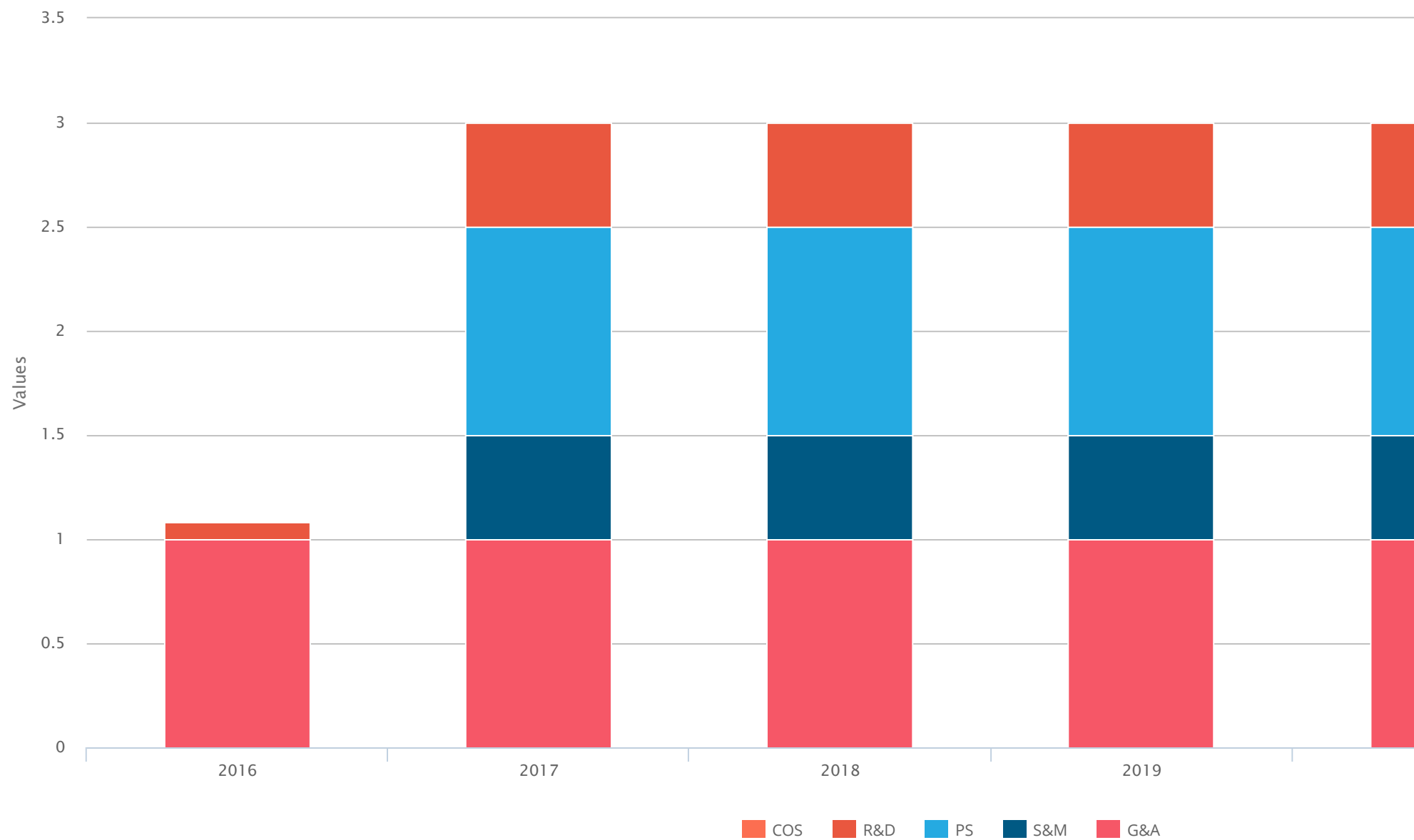
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View Opex and HC Chart

HEADCOUNT CHART



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View Opex and HC Chart

OPERATING EXPENSES - DATA TABLE

	2016	2017	2018	2019	2020
G&A	234,600	234,600	234,600	234,600	234,600
S&M	0	33,145	33,145	33,145	33,145
PS	0	39,000	39,000	39,000	39,000
R&D	11,750	70,500	70,500	70,500	70,500
Base COS	0	109,999.9	109,999.9	109,999.9	109,999.9
Total	246,350	487,244.9	487,244.9	487,244.9	487,244.9

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DATA TABLE

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G&A	1	1	1	1	1
S&M	0	0.5	0.5	0.5	0.5
PS	0	1	1	1	1
R&D	0.1	0.5	0.5	0.5	0.5
Base COS	0	0	0	0	0
Total	1.1	3	3	3	3



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