

# QuietGo — Executive Summary (Outline + Financials)

## Executive Summary

- bullet **AI-first:** stool photo → Bristol, color flags, confidence, plain English context (education, not diagnosis).
- bullet **AI-first:** meal photo → foods, portions, calories/macros (editable).
- bullet **Patterns:** regularity windows, weekly cycles, correlations across food/sleep/steps/workouts, leveraging **time+location stamping**.
- bullet **Trackable, not social:** view only sharing (caregivers/trainers).
- bullet **Monetization:** Freemium; **Pro \$29.99/yr** or **\$4.99/mo**; web → iOS → Android.
- bullet **Homepage:** public “sniff around”; any attempt to save/edit/use → **Account/Subscription**.

## Scenario Assumptions

Scenario	M1 Installs	MoM Growth	Paid UA Share	CPI (USD)	Free→Paid	Annual Share	Monthly Churn	Annual Renew
Best	9000	8%	50%	\$1.00	6%	70%	7%	75%
Base	6000	5%	60%	\$1.20	4%	60%	9%	68%
Worst	3000	3%	70%	\$2.50	1%	45%	15%	50%

## Outcomes Summary (36 months) — USD

Scenario	Breakeven (mo)	Total Net Revenue (36m)	Total Profit (36m)	Peak Monthly Net Revenue	Avg Monthly Net Revenue
Best	3	\$3,208,536.53	\$2,223,053.10	\$265,266.19	\$89,126.01
Base	21	\$734,950.32	\$204,394.45	\$46,033.44	\$20,415.29
Worst	nan	\$73,502.99	\$-367,578.55	\$3,574.91	\$2,041.75

## Cost Totals (36 months) — USD

Scenario	UA Spend (36m)	AI Cost (36m)	Platform Fees (36m)	Opex (36m)
Best	\$841,958.00	\$35,525.39	\$552,185.72	\$108,000.00
Base	\$414,016.80	\$8,539.10	\$124,330.58	\$108,000.00
Worst	\$332,210.00	\$871.52	\$12,160.76	\$108,000.00

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## Column Glossary (for monthly tables)

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- bullet **month**: YYYY-MM accounting period.
- bullet **installs**: new app installations in month.
- bullet **new\_paid**: new paying customers started in month.
- bullet **active\_monthly\_subs**: end-of-month active on monthly plan.
- bullet **gross\_revenue (USD)**: monthly + annual cash recognized this month.
- bullet **net\_revenue (USD)**: gross minus platform/payment fees.
- bullet **ua\_spend (USD)**: user acquisition advertising spend in month.
- bullet **ai\_cost (USD)**: variable AI photo-processing cost in month.
- bullet **profit (USD)**: net\_revenue – (ua\_spend + opex + ai\_cost).
- bullet **cumulative\_cash (USD)**: running sum of monthly profit (includes initial fixed costs).

## Month-by-Month — Best

month	installs	new_paid	active_monthly_subs	gross_revenue	net_revenue	ua_spend	ai_cost	profit	cumulative_cash	
2025-10	9000	540	151	\$12,089.71	\$11,727.02					
2025-11	9720	583	303	\$13,747.89	\$13,335.45					
2025-12	10498	630	458	\$15,511.01	\$15,045.68					
2026-01	11337	680	616	\$17,349.08	\$16,828.61					
2026-02	12244	735	778	\$19,297.08	\$18,718.17					
2026-03	13224	793	945	\$21,360.00						
2026-04	14282	857	1118							
2026-05	15424	925								
2026-06	16658									
2026-07	17991	1079	1682	\$31,035.63	\$26,380.29	\$8,996.00	\$279.08	\$14,105.20	\$77,354.67	
2026-08	19430	1166	1890	\$33,902.94	\$28,817.50	\$9,715.00	\$319.02	\$15,783.48		
2026-09	20985	1259	2109	\$36,945.10	\$31,403.33	\$10,492.00	\$361.92			
2026-10	22664	1360	2341	\$48,749.23	\$41,436.85	\$11,332.00				
2026-11	24477	1469	2587	\$52,915.79	\$44,978.42					
2026-12	26435	1586	2849	\$57,432.10						
2027-01	28550	1713	3128							
2027-02	30833	1850								
2027-03	33300	1998	3742	\$73,104.43	\$62,138.77	\$16,650.00	\$670.96	\$41,817.81	\$314,053.73	
2027-04	35964	2158	4082	\$79,179.57	\$67,302.63	\$17,982.00	\$737.29	\$45,583.34		
2027-05	38841	2330	4446	\$85,674.37	\$72,823.21	\$19,420.00	\$808.78			
2027-06	41949	2517	4837	\$92,693.77	\$78,789.70	\$20,974.00				

\$885.92 | \$53,929.78 | \$463,161.28 | | 2027-07 | 45305 | 2718 | 5256 | \$100,272.75 | \$85,231.84 | \$22,652.00 | \$969.11 | \$58,610.73 | \$521,772.01 | | 2027-08 | 48929 | 2936 | 5707 | \$108,461.26 | \$92,192.07 | \$24,464.00 | \$1,058.89 | \$63,669.18 | \$585,441.19 | | 2027-09 | 52843 | 3171 | 6192 | \$117,299.27 | \$99,704.38 | \$26,422.00 | \$1,155.80 | \$69,126.58 | \$654,567.77 | | 2027-10 | 57071 | 3424 | 6714 | \$133,189.62 | \$113,211.18 | \$28,536.00 | \$1,257.59 | \$80,417.58 | \$734,985.35 | | 2027-11 | 61636 | 3698 | 7275 | \$143,936.36 | \$122,345.91 | \$30,818.00 | \$1,367.42 | \$87,160.49 | \$822,145.84 | | 2027-12 | 66567 | 3994 | 7880 | \$155,592.43 | \$132,253.57 | \$33,284.00 | \$1,486.02 | \$94,483.55 | \$916,629.39 | | 2028-01 | 71893 | 4314 | 8532 | \$168,142.81 | \$142,921.39 | \$35,946.00 | \$1,614.05 | \$102,361.33 | \$1,018,990.72 | | 2028-02 | 77644 | 4659 | 9235 | \$181,697.43 | \$154,442.82 | \$38,822.00 | \$1,752.27 | \$110,868.55 | \$1,129,859.27 | | 2028-03 | 83855 | 5031 | 9992 | \$196,301.25 | \$166,856.06 | \$41,928.00 | \$1,901.44 | \$120,026.62 | \$1,249,885.88 | | 2028-04 | 90564 | 5434 | 10808 | \$212,129.17 | \$180,309.79 | \$45,282.00 | \$2,062.51 | \$129,965.28 | \$1,379,851.16 | | 2028-05 | 97809 | 5869 | 11689 | \$229,151.15 | \$194,778.48 | \$48,904.00 | \$2,236.45 | \$140,638.02 | \$1,520,489.19 | | 2028-06 | 105634 | 6338 | 12639 | \$247,537.10 | \$210,406.53 | \$52,817.00 | \$2,424.24 | \$152,165.29 | \$1,672,654.48 | | 2028-07 | 114084 | 6845 | 13664 | \$267,436.92 | \$227,321.38 | \$57,042.00 | \$2,627.04 | \$164,652.34 | \$1,837,306.82 | | 2028-08 | 123211 | 7393 | 14770 | \$288,880.55 | \$245,548.47 | \$61,606.00 | \$2,845.99 | \$178,096.48 | \$2,015,403.30 | | 2028-09 | 133068 | 7984 | 15963 | \$312,077.87 | \$265,266.19 | \$66,534.00 | \$3,082.40 | \$192,649.79 | \$2,208,053.09 |

## Month-by-Month — Base

month	installs	new\_paid	active\_monthly\_subs	gross\_revenue	net\_revenue	ua\_spend	ai\_cost	profit	cumulative\_cash		:-----	:-----	:-----	:-----	:-----	:-----	:-----	:-----	:-----	:-----																																																																																																																																																																																
2025-10	6000	240	87	\$4,752.69	\$4,610.11	\$4,320.00	\$9.01	\$-2,718.90	\$-17,718.90		2025-11	6300	252	171	\$5,381.78	\$5,220.33	\$4,536.00	\$18.17	\$-2,333.85	\$-20,052.75		2025-12	6615	265	252	\$6,025.89	\$5,845.11	\$4,762.80	\$27.53	\$-1,945.22	\$-21,997.97		2026-01	6946	278	330	\$6,655.03	\$6,455.38	\$5,001.60	\$37.09	\$-1,583.31	\$-23,581.28		2026-02	7293	292	407	\$7,279.18	\$7,060.80	\$5,251.20	\$46.92	\$-1,237.31	\$-24,818.59		2026-03	7658	306	481	\$7,918.35	\$7,680.80	\$5,514.00	\$56.98	\$-890.18	\$-25,708.77		2026-04	8041	322	555	\$8,557.52	\$7,273.89	\$5,790.00	\$67.39	\$-1,583.50	\$-27,292.27		2026-05	8443	338	628	\$9,221.69	\$7,838.44	\$6,079.20	\$78.16	\$-1,318.92	\$-28,611.19		2026-06	8865	355	701	\$9,885.86	\$8,402.98	\$6,382.80	\$89.31	\$-1,069.13	\$-29,680.32		2026-07	9308	372	774	\$10,550.03	\$8,967.53	\$6,702.00	\$100.85	\$-835.33	\$-30,515.65		2026-08	9773	391	846	\$11,269.19	\$9,578.81	\$7,036.80	\$112.83	\$-570.82	\$-31,086.46		2026-09	10262	410	919	\$11,963.35	\$10,168.85	\$7,388.40	\$125.27	\$-344.82	\$-31,431.28		2026-10	10775	431	993	\$12,703.62	\$11,168.85	\$7,758.00	\$136.46	\$-208.82	\$-31,639.74		2026-11	11314	453	1068	\$13,517.57	\$12,312.27	\$8,145.60	\$148.12	\$-71.12	\$-31,787.86		2026-12	11880	475	1145	\$14,399.62	\$13,312.27	\$8,553.60	\$160.25	\$36.05	\$-31,948.91		2027-01	12474	499	1224	\$15,349.63	\$14,089.23	\$8,980.80	\$172.93	\$157.83	\$-32,121.74		2027-02	13097	524	1305	\$16,572.98	\$14,874.68	\$9,429.60	\$186.15	\$397.12	\$-32,518.86		2027-03	13752	550	1388	\$17,851.57	\$15,719.59	\$9,901.20	\$199.95	\$648.37	\$-32,869.23

\$4,384.68 | \$-11,149.36 | | 2027-04 | 14440 | 578 | 1473 | \$21,685.49 | \$18,432.67 | \$10,396.80 | \$214.38 | \$4,821.48 | \$-6,327.88 | | 2027-05 | 15162 | 606 | 1561 | \$22,844.37 | \$19,417.71 | \$10,916.40 | \$229.48 | \$5,271.84 | \$-1,056.04 | | 2027-06 | 15920 | 637 | 1653 | \$24,053.20 | \$20,445.22 | \$11,462.40 | \$245.31 | \$5,737.51 | \$4,681.47 | | 2027-07 | 16716 | 669 | 1748 | \$25,306.99 | \$21,510.94 | \$12,036.00 | \$261.88 | \$6,213.06 | \$10,894.53 | | 2027-08 | 17552 | 702 | 1846 | \$26,635.73 | \$22,640.37 | \$12,637.20 | \$279.20 | \$6,723.97 | \$17,618.50 | | 2027-09 | 18429 | 737 | 1948 | \$27,984.43 | \$23,786.77 | \$13,268.40 | \$297.34 | \$7,221.03 | \$24,839.53 | | 2027-10 | 19351 | 774 | 2055 | \$31,457.38 | \$26,738.77 | \$13,933.20 | \$315.16 | \$9,490.41 | \$34,329.94 | | 2027-11 | 20318 | 813 | 2166 | \$33,090.91 | \$28,127.27 | \$14,629.20 | \$333.84 | \$10,164.23 | \$44,494.18 | | 2027-12 | 21334 | 853 | 2281 | \$34,744.40 | \$29,532.74 | \$15,360.00 | \$353.38 | \$10,819.36 | \$55,313.54 | | 2028-01 | 22401 | 896 | 2401 | \$36,542.80 | \$31,061.38 | \$16,129.20 | \$373.89 | \$11,558.29 | \$66,871.82 | | 2028-02 | 23521 | 941 | 2527 | \$38,371.14 | \$32,615.47 | \$16,935.60 | \$395.42 | \$12,284.45 | \$79,156.27 | | 2028-03 | 24697 | 988 | 2659 | \$40,319.39 | \$34,271.48 | \$17,781.60 | \$418.00 | \$13,071.88 | \$92,228.15 | | 2028-04 | 25932 | 1037 | 2797 | \$42,357.56 | \$36,003.93 | \$18,670.80 | \$441.68 | \$13,891.45 | \$106,119.60 | | 2028-05 | 27228 | 1089 | 2942 | \$44,490.64 | \$37,817.04 | \$19,604.40 | \$466.52 | \$14,746.13 | \$120,865.73 | | 2028-06 | 28590 | 1144 | 3094 | \$46,748.62 | \$39,736.33 | \$20,584.80 | \$492.61 | \$15,658.92 | \$136,524.65 | | 2028-07 | 30019 | 1201 | 3252 | \$49,126.51 | \$41,757.53 | \$21,613.20 | \$519.99 | \$16,624.35 | \$153,148.99 | | 2028-08 | 31520 | 1261 | 3418 | \$51,604.30 | \$43,863.65 | \$22,694.40 | \$548.73 | \$17,620.53 | \$170,769.52 | | 2028-09 | 33096 | 1324 | 3593 | \$54,156.99 | \$46,033.44 | \$23,829.60 | \$578.92 | \$18,624.93 | \$189,394.44 |

## Month-by-Month — Worst

month	installs	new\_paid	active\_monthly\_subs	gross\_revenue	net\_revenue	ua\_spend	ai\_cost	profit	cumulative\_cash		:-----	:-----	:-----	:-----	:-----	:-----	:-----	:-----	:-----	:-----																																																																																																																																																																	
2025-10	3000	45	21	\$704.59	\$683.45	\$5,250.00	\$1.60	\$-7,568.15	\$-22,568.15		2025-11	3090	46	39	\$824.40	\$799.67	\$5,407.50	\$3.12	\$-7,610.95	\$-30,179.10		2025-12	3183	48	55	\$934.23	\$906.20	\$5,570.00	\$4.60	\$-7,668.40	\$-37,847.50		2026-01	3278	49	70	\$1,009.08	\$978.81	\$5,737.50	\$6.04	\$-7,764.74	\$-45,612.24		2026-02	3377	51	83	\$1,103.94	\$1,070.82	\$5,910.00	\$7.45	\$-7,846.63	\$-53,458.86		2026-03	3478	52	95	\$1,163.82	\$1,128.91	\$6,087.50	\$8.81	\$-7,967.41	\$-61,426.27		2026-04	3582	54	106	\$1,248.70	\$1,061.39	\$6,267.50	\$10.18	\$-8,216.28	\$-69,642.55		2026-05	3690	55	116	\$1,328.59	\$1,129.30	\$6,457.50	\$11.54	\$-8,339.74	\$-77,982.30		2026-06	3800	57	125	\$1,403.49	\$1,192.97	\$6,650.00	\$12.91	\$-8,469.94	\$-86,452.24		2026-07	3914	59	133	\$1,473.40	\$1,252.39	\$6,850.00	\$14.27	\$-8,611.88	\$-95,064.12		2026-08	4032	60	141	\$1,513.32	\$1,286.32	\$7,055.00	\$15.64	\$-8,784.32	\$-103,848.44		2026-09	4153	62	149	\$1,583.23	\$1,345.75	\$7,267.50	\$17.04	\$-8,938.80	\$-112,787.24		2026-10	4277	64	156	\$1,948.05	\$1,655.84	\$7,485.00	\$18.06	\$-8,847.21	\$-121,634.45		2026-11	4406	66	163	\$2,012.97	\$1,711.02	\$7,710.00	\$19.07	\$-9,018.05	\$-130,652.50		2026-12	4538	68	170	\$2,107.88	\$1,791.70	\$7,942.50	\$20.12	\$-9,170.93	\$-139,823.43		2027-01	4674	70	177	\$2,172.80	\$1,846.88	\$8,180.00	\$21.22	\$-9,354.34	\$-149,177.76		2027-02	4814	72	184	\$2,237.72	\$1,902.06

\$8,425.00 | \$22.31 | \$-9,545.25 | \$-158,723.01 | | 2027-03 | 4959 | 74 | 191 | \$2,302.64 | \$1,957.24 |  
\$8,677.50 | \$23.44 | \$-9,743.69 | \$-168,466.70 | | 2027-04 | 5107 | 77 | 198 | \$2,397.55 | \$2,037.92 |  
\$8,937.50 | \$24.61 | \$-9,924.19 | \$-178,390.89 | | 2027-05 | 5261 | 79 | 205 | \$2,462.47 | \$2,093.10 |  
\$9,207.50 | \$25.78 | \$-10,140.18 | \$-188,531.07 | | 2027-06 | 5418 | 81 | 212 | \$2,527.39 | \$2,148.28 |  
\$9,482.50 | \$26.95 | \$-10,361.17 | \$-198,892.24 | | 2027-07 | 5581 | 84 | 219 | \$2,652.29 | \$2,254.45 |  
\$9,767.50 | \$28.20 | \$-10,541.25 | \$-209,433.49 | | 2027-08 | 5748 | 86 | 226 | \$2,717.21 | \$2,309.63 |  
\$10,060.00 | \$29.48 | \$-10,779.86 | \$-220,213.35 | | 2027-09 | 5921 | 89 | 234 | \$2,787.12 | \$2,369.05  
| \$10,362.50 | \$30.81 | \$-11,024.26 | \$-231,237.60 | | 2027-10 | 6098 | 91 | 241 | \$3,031.98 |  
\$2,577.18 | \$10,672.50 | \$31.94 | \$-11,127.26 | \$-242,364.86 | | 2027-11 | 6281 | 94 | 249 | \$3,101.89  
| \$2,636.61 | \$10,992.50 | \$33.11 | \$-11,389.00 | \$-253,753.87 | | 2027-12 | 6470 | 97 | 257 |  
\$3,231.78 | \$2,747.01 | \$11,322.50 | \$34.32 | \$-11,609.81 | \$-265,363.67 | | 2028-01 | 6664 | 100 |  
265 | \$3,331.68 | \$2,831.93 | \$11,662.50 | \$35.57 | \$-11,866.14 | \$-277,229.81 | | 2028-02 | 6864 |  
103 | 274 | \$3,406.58 | \$2,895.59 | \$12,012.50 | \$36.85 | \$-12,153.76 | \$-289,383.58 | | 2028-03 |  
7070 | 106 | 282 | \$3,506.48 | \$2,980.51 | \$12,372.50 | \$38.14 | \$-12,430.13 | \$-301,813.71 | |  
2028-04 | 7282 | 109 | 291 | \$3,641.36 | \$3,095.16 | \$12,742.50 | \$39.51 | \$-12,686.85 | \$-314,500.56  
| | 2028-05 | 7500 | 112 | 300 | \$3,716.26 | \$3,158.82 | \$13,125.00 | \$40.87 | \$-13,007.05 |  
\$-327,507.61 | | 2028-06 | 7725 | 116 | 309 | \$3,821.15 | \$3,247.98 | \$13,520.00 | \$42.28 |  
\$-13,314.30 | \$-340,821.91 | | 2028-07 | 7957 | 119 | 318 | \$3,986.02 | \$3,388.12 | \$13,925.00 |  
\$43.72 | \$-13,580.60 | \$-354,402.51 | | 2028-08 | 8196 | 123 | 328 | \$4,065.91 | \$3,456.02 |  
\$14,342.50 | \$45.20 | \$-13,931.68 | \$-368,334.19 | | 2028-09 | 8442 | 127 | 338 | \$4,205.78 |  
\$3,574.91 | \$14,772.50 | \$46.76 | \$-14,244.35 | \$-382,578.54 |