

Revenue

Expenses

Capex

P&L

Balance Sheet

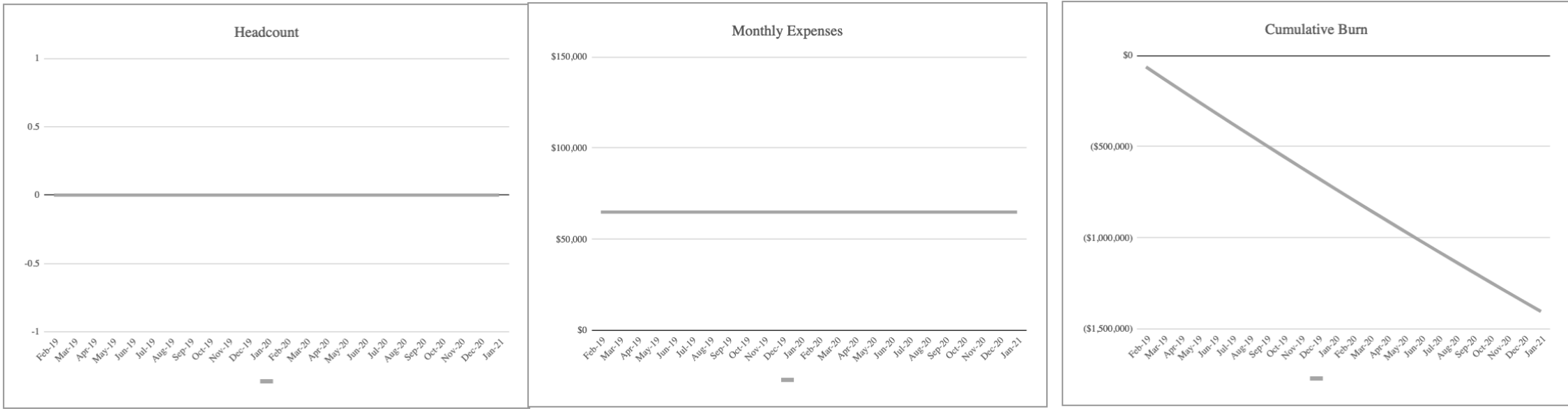
CF

Sensitivity

Scenario

## Your Financial Summary

### Assumptions



### Revenues

Month No. →	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Percent of cohort retained	100%	50%	35%	32%	30%	29%	28%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%
CAC	\$25																							
Price per month	\$15																							
LTV	\$114																							
LTV/CAC	4.6																							
Total Customers	100	150	185	217	247	276	304	331	358	385	412	439	466	493	520	547	574	601	628	655	682	709	736	763
Total Revenue	\$1,500	\$2,250	\$2,775	\$3,255	\$3,705	\$4,140	\$4,560	\$4,965	\$5,370	\$5,775	\$6,180	\$6,585	\$6,990	\$7,395	\$7,800	\$8,205	\$8,610	\$9,015	\$9,420	\$9,825	\$10,230	\$10,635	\$11,040	\$11,445