

Revenue Model - Subscription

What is your revenue model?	Subscription
How do you expect your customers to grow?	Constant
On which period do you want to estimate the growth?	Monthly
How many customers do you expect to acquire first month?	100
How do you want to specify monthly subscription price?	Flat fee/seat
What is the monthly subscription price?	\$15 per seat

What is the the cohort retention rate?

Month number	1	2	3	4	5	6	7	8	9	1	1	1
Percent of cohort retention	100%	50%	35%	32%	29%	28%	27%	27%	27%	27%	27%	27%

Total number of consumers

Month number	1	2	3	4	5	6	7	8	9	1	1	1
Total number of consumers	10	15	18	21	24	27	30	33	35	38	41	43

Total revenue

Month number	1	2	3	4	5	6	7	8	9	1	1	1
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