

Variables																										
1,400	Founder salary (per mth)																									
2,100	Engineer salary (per mth)																									
1,200	S&M salary (per mth)																									
11.99	Paid user's subscription fee (per mth)																									
60,000	Investment																									
You can update yellow (■) fields and see changes reflected. All numbers in dollars.																										
		Year 1												Year 2												
		Q1			Q2			Q3			Q4			Q5			Q6			Q7			Q8			
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
	Founder/Full-stack engineer	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400					
	Full-stack engineer	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100				
	Back-end engineer	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100				
	Front-end engineer													2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100				
	S&M employee																1,200	1,200	1,200	1,200	1,200	1,200				
	Rent, utilities (remote-based, work from home)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
	Servers, infrastructure (already covered, using free credits)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
	CapEx (computers)	1,800	0	0	0	0	0	0	0	0	0	0	0	0	1,800	3,600	0	0	0	0	0	0				
	Administrative costs (finance, legal)	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50				
	Burn (total costs that month)	7,450	5,650	5,650	5,650	5,650	5,650	5,650	5,650	5,650	5,650	7,750	7,750	7,750	9,550	12,550	8,950	8,950	8,950	8,950	8,950					
forecast	# Total users (cumulative, churn included)	0	0	10	25	60	150	350	900	2,500	4,500	8,000	12,000	17,000	24,000	35,000	50,000	70,000	120,000	180,000	250,000					
	# Paid users (cumulative, churn included)	0	0	2	5	15	30	60	110	190	320	500	750	1,050	1,400	1,700	2,100	2,500	3,000	3,500	4,100					
	Revenue (total revenue that month, MRR)	0	0	24	60	180	360	719	1,319	2,278	3,837	5,995	8,993	12,590	16,786	20,383	25,179	29,975	35,970	41,965	49,159					
	ARR	0	0	288	719	2,158	4,316	8,633	15,827	27,337	46,042	71,940	107,910	151,074	201,432	244,596	302,148	359,700	431,640	503,580	589,908					
		Balance change (revenue - burn)	-7,450	-5,650	-5,626	-5,590	-5,470	-5,290	-4,931	-4,331	-3,372	-1,813	-1,755	1,243	4,840	7,236	7,833	16,229	21,025	27,020	33,015	40,209				
	Balance (investment + total revenue - total burn)	52,550	46,900	41,274	35,684	30,214	24,923	19,993	15,662	12,290	10,477	8,722	9,964	14,804	22,040	29,873	46,102	67,127	94,147	127,162	167,371					