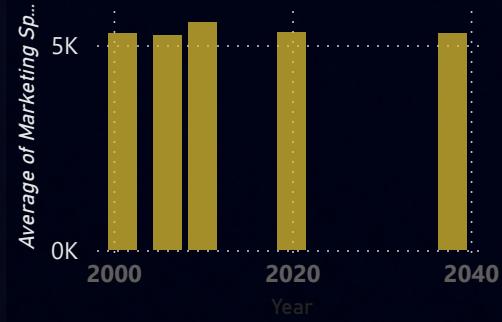


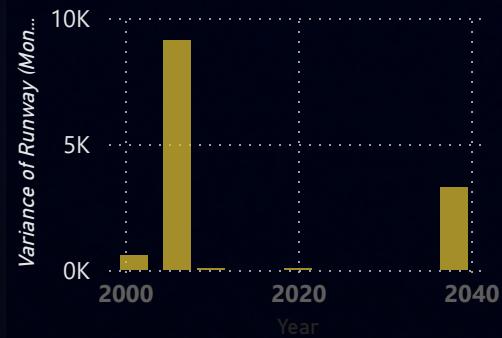
Financial KPI Analysis

For a Start up

Marketing spending



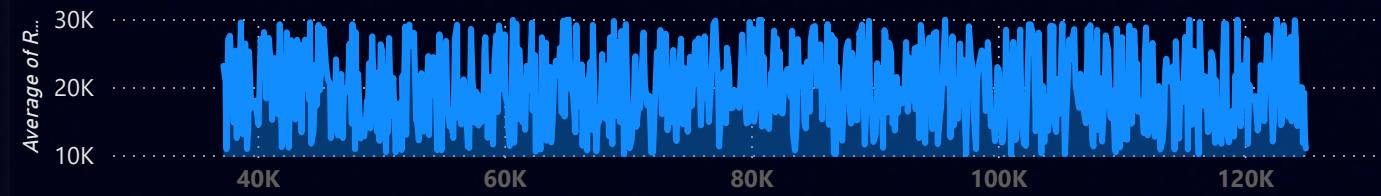
Runaway



operations

Year	Total Customers	Sum of New Customers	Sum of Revenue (\$)	Sum of Marketing Spend (\$)	Sum of Operating Expenses (\$)
2052	78336	133	16881	3797	8007
2014	21538	97	24486	6197	8016
2027	40916	186	27214	2987	8022
2023	35901	103	28225	3868	8038
2069	104501	84	28944	5188	8040
2015	24583	196	22874	5993	8078
2048	71409	116	20344	6109	8097
2065	98506	189	22702	3267	8141
Total	124966	19886414	4487488	14099193	

Avg Revenue by Customers



CAC

41.32K

Revenue

20M

Burn Rate

-6M

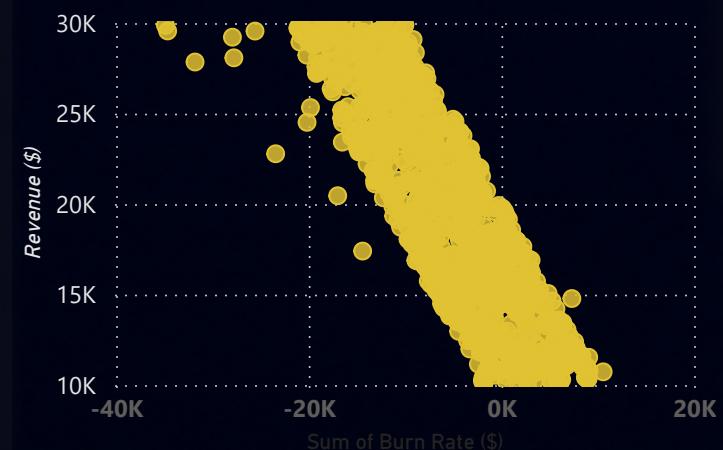
LTV

11.09K

ARPU

1.15K

Burn Rate by Revenue



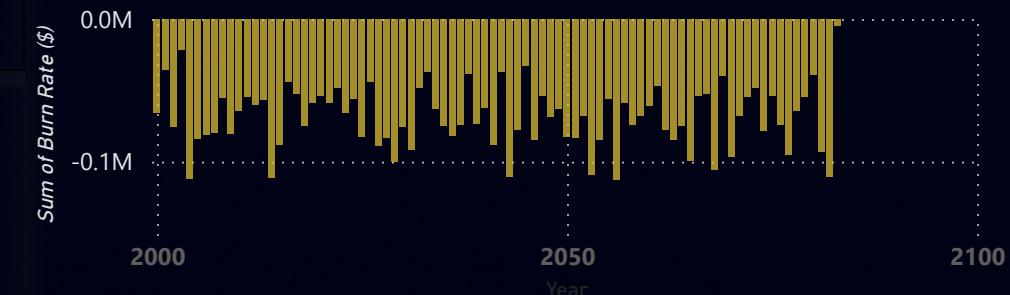
Total Cust

62M

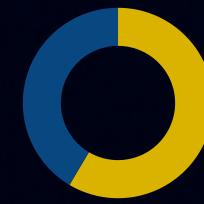
Expenses

14M

Burn Rate (\$) by Year



Total Revenue and Operating Expenses



Top 5 Revenue by Year before 2024



CAC & LTV Ratio

● Sum of CAC (\$) ● Sum of LTV (\$)



Top 5 Revenue by Year After 2024

