

1. Revenue & Pricing

1. Product/Service Unit Price (Monthly): ₹ _____

2. Product/Service Unit Price (Yearly): ₹ _____

3. Expected Customer Count:

a. First 3 months: _____

b. First 6 months: _____

c. First 12 months: _____

4. Expected Total Revenue:

a. Year 1: ₹ _____

b. Year 2: ₹ _____

c. Year 3: ₹ _____

2. Customer Metrics

5. Customers Needed to Break Even: _____

6. Customer Churn Rate (% per month): _____

7. Customer Acquisition Cost (CAC) per customer: ₹ _____

3. Costs & Expenses

8. Total Monthly Operating Costs: ₹ _____

9. Monthly Cost Breakdown:

a. Team/Salary: ₹ _____

b. Marketing/Advertising: ₹ _____

c. Technology/Software: ₹ _____

d. Hosting/Infrastructure: ₹ _____

e. Miscellaneous/Other: ₹ _____

10. One-Time Setup/Launch Cost: ₹ _____

4. Profit Projections

11. Expected Net Profit:

a. Year 1: ₹ _____

b. Year 2: ₹ _____

c. Year 3: ₹ _____

5. Funding Utilization Plan

12. If receiving external funding, how do you plan to utilize it? (Breakup in ₹ or %):

a. Team Hiring/Training: _____

b. Marketing & Sales: _____

c. Product Development: _____

d. Operational Expenses: _____

e. Contingency/Other: _____