

## 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: \_\_\_\_\_