



TradeSOS 5 Year Financials - 80% Retention											
Assumptions		Year 1		Year 2		Year 3		Year 4		Year 5	
Standard Subscription - £40 Per Calendar Month	80%	800		3200		9600		16000		24000	
Premium Subscription - £80 Per Calendar Month	20%	200		800		2400		4000		6000	
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		30		100		200		300		400	
	Total	1030		4100		12200		20300		30400	
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)		40		40		40		40		40	
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)		80		80		80		80		80	
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		300		300		300		300		300	
Revenue											
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)		£307,200.00		£1,536,000.00		£4,608,000.00		£7,680,000.00		£11,520,000.00	
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)		£153,600.00		£768,000.00		£2,304,000.00		£3,840,000.00		£5,760,000.00	
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		£86,400.00		£288,000.00		£576,000.00		£864,000.00		£1,152,000.00	
In App Advertising (£)		£30,000.00		£90,000.00		£210,000.00		£320,000.00		£430,000.00	
	Total	£577,200.00		£2,682,000.00		£7,698,000.00		£12,704,000.00		£18,862,000.00	
	CONTROL	£577,200.00		£2,682,000.00		£7,698,000.00		£12,704,000.00		£18,862,000.00	
Cost Of Sale											
Customer Acquisition cost (CAC) (£) PER SUBSCRIBER		£80.00		£90.00		£50		£20		£10	
	Total	£82,400.00		£369,000.00		£610,000		£406,000		£304,000	
Gross Profit	Total	£494,800.00		£2,313,000.00		£7,088,000.00		£12,298,000.00		£18,558,000.00	
Gross Profit Margin		85.72%		86.24%		92.08%		96.80%		98.39%	
Overheads											
Platform Costs											
Main App Build - Launch		£70,000						40000	AI Agent Launch		
Technical Maintenance		£2,000		8000		20000		35000		50000	
R&D		£10,000		30000		30000		50000		50000	
Marketing - Yearly Budgets											
Digital Marketing - Social Ads (Google, Instagram, Tiktok, Meta, Youtube, etc).		£404,040.00	YR1 70% Rev	£804,600.00	YR2 30% Rev	£2,309,400.00	YR3 30% Rev	£1,152,400.00	YR4 10% Rev	£1,752,600.00	YR5 10% Rev
Content Creation - Digital Marketing & Traditional Marketing.		£5,000.00		£40,000.00		£80,000.00		£120,000.00		£120,000.00	
Events & Sponsorship - Trade Shows		£40,000.00		£80,000.00		£150,000.00		£200,000.00		£200,000.00	
Travel & Accomodation											
Hotels - Required when attending client meetings & events.		£3,000.00		£8,000.00		£12,000.00		£15,000.00		£18,000.00	
Expenses - Train, Meals, Fuel, Sundries.		£3,000.00		£8,000.00		£12,000.00		£20,000.00		£22,000.00	
Trademark & Legals											
Trademark - UK, EU, MCC, Austrailia, USA - 10 year mark.		£3,000.00									
Insurance - Professional Indemnity, Cyber liability & Employers Liability.		£3,000.00		£3,500.00		£5,000.00		£5,000.00		£5,000.00	
Tech & Software											
Hardware - Laptops, Phones, Ipad.		£1,000.00		£3,000.00		£20,000.00		£20,000.00		£20,000.00	
Software - Accounts system, Mail merge, Adobe Cloud, Security System.		£400.00		£400.00		£800.00		£800.00		£800.00	
Office & Premesis											
Office UK - Incl. Rates & Taxes		£0.00		£7,500.00		£12,000.00		£25,000.00		£25,000.00	
Salaries & Employers Tax (4% Increase With Inflation)											
Salary 1 - Director (Tom Scott)		£12,000.00		£12,000.00		£12,000.00		£12,000.00		£12,000.00	
Salary 2 - Marketing Executive		£35,000.00		£35,000.00		£36,400.00		£37,856.00		£39,370.24	
Salary 3 - Finance Manager		£0.00		£50,000.00		£52,000.00		£54,080.00		£56,243.20	
Salary 4 - Enterprise Account Manager North		£0.00		£45,000.00		£46,800.00		£48,672.00		£50,618.88	
Salary 5 - Enterprise Account Manager South		£0.00		£45,000.00		£46,800.00		£48,672.00		£50,618.88	
Salary 6 - Full Stack Developer		£0.00		£0.00		£65,000.00		£67,600.00		£70,304.00	
Salary 7 - Full Stack Developer		£0.00		£0.00		£65,000.00		£67,600.00		£70,304.00	
Salary 8 - Full Stack Develoepr		£0.00		£0.00		£65,000.00		£67,600.00		£70,304.00	
Salary 9 - Marketing Executive		£0.00		£0.00		£35,000.00		£36,400.00		£37,856.00	
Salary 10 - Office Admin		£0.00		£28,000.00		£29,120.00		£30,284.80		£31,496.19	
Salary 11 - CTO Year 2		£0.00		£0.00		£120,000.00		£124,800.00		£129,792.00	
Salary 12 - AI Developer		£0.00		£0.00		£65,000.00		£67,600.00		£70,304.00	
Salary 13 - Enterprise Account Manager Northern Ireland / Ireland		£0.00		£0.00		£45,000.00		£46,800.00		£48,672.00	
Salary 14 - Enterprise Account Manager Scotland		£0.00		£0.00		£45,000.00		£46,800.00		£48,672.00	
Salary 15 - Head of UK & Eire		£0.00		£0.00		£0.00		£70,000.00		£72,800.00	
Salary 16 - PPC Manager (SEO, Social Ads Manager)		£0.00		£38,000.00		£39,520.00		£41,100.80		£42,744.83	
Salary 17 - Head of Finance		£0.00		£0.00		£120,000.00		£124,800.00		£129,792.00	

TradeSOS 5 Year Financials - 60% Retention												
Assumptions			Year 1		Year 2		Year 3		Year 4		Year 5	
Standard Subscription - £40 Per Calendar Month		80%	800		3200		9600		16000		24000	
Premium Subscription - £80 Per Calendar Month		20%	200		800		2400		4000		6000	
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)			30		100		200		300		400	
		Total	1030		4100		12200		20300		30400	
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)			40		40		40		40		40	
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)			80		80		80		80		80	
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)			300		300		300		300		300	
Revenue - Based on 60% Subscriber Retention												
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)			£230,400.00		£921,600.00		£2,764,800.00		£4,608,000.00		£6,912,000.00	
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)			£115,200.00		£460,800.00		£1,382,400.00		£2,304,000.00		£3,456,000.00	
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)			£64,800.00		£216,000.00		£432,000.00		£648,000.00		£864,000.00	
In App Advertising (£)			£30,000.00		£90,000.00		£210,000.00		£320,000.00		£430,000.00	
		Total	£440,400.00		£1,688,400.00		£4,789,200.00		£7,880,000.00		£11,662,000.00	
		CONTROL	£440,400.00		£1,688,400.00		£4,789,200.00		£7,880,000.00		£11,662,000.00	
Cost Of Sale												
				186								
Customer Acquisition cost (CAC) (£) PER SUBSCRIBER			£80.00		£90.00		£50		£20		£10	
		Total	£82,400.00		£369,000.00		£610,000		£406,000		£304,000	
Gross Profit		Total	£358,000.00		£1,319,400.00		£4,179,200.00		£7,474,000.00		£11,358,000.00	
Gross Profit Margin			81.29%		78.14%		87.26%		94.85%		97.39%	
Overheads												
Platform Costs												
Main App Build - Launch			£70,000						40000	AI Agent Launch		
Technical Maintenance			£2,000		8000		20000		35000		50000	
R&D			£10,000		30000		30000		50000		50000	
Marketing - Yearly Budgets												
Digital Marketing - Social Ads (Google, Instagram, Tiktok, Meta, Youtube, etc).			£264,240.00	YR1 60% Rev	£506,520.00	YR2 30% Rev	£1,436,760.00	YR3 30% Rev	£662,000.00	YR4 10% Rev	£979,000.00	YR5 10% Rev
Content Creation - Digital Marketing & Traditional Marketing.			£5,000.00		£25,000.00		£40,000.00		£80,000.00		£80,000.00	
Events & Sponsorship - Trade Shows			£40,000.00		£60,000.00		£100,000.00		£120,000.00		£120,000.00	
Travel & Accomodation												
Hotels - Required when attending client meetings & events.			£3,000.00		£8,000.00		£12,000.00		£15,000.00		£18,000.00	
Expenses - Train, Meals, Fuel, Sundries.			£3,000.00		£8,000.00		£12,000.00		£20,000.00		£22,000.00	
Trademark & Legals												
Trademark - UK, EU, MCC, Austrailia, USA - 10 year mark.			£3,000.00									
Insurance - Professional Indemnity, Cyber liability & Employers Liability.			£3,000.00		£3,500.00		£5,000.00		£5,000.00		£5,000.00	
Tech & Software												
Hardware - Laptops, Phones, Ipad.			£1,000.00		£3,000.00		£20,000.00		£20,000.00		£20,000.00	
Software - Accounts system, Mail merge, Adobe Cloud, Security System.			£400.00		£400.00		£800.00		£800.00		£800.00	
Office & Premesis												
Office UK - Incl. Rates & Taxes			£0.00		£7,500.00		£12,000.00		£25,000.00		£25,000.00	
Salaries & Employers Tax (4% Increase With Inflation)												
Salary 1 - Director (Tom Scott)			£12,000.00		£12,000.00		£12,000.00		£12,000.00		£12,000.00	
Salary 2 - Marketing Executive			£35,000.00		£35,000.00		£36,400.00		£37,856.00		£39,370.24	
Salary 3 - Finance Manager			£0.00		£50,000.00		£52,000.00		£54,080.00		£56,243.20	
Salary 4 - Enterprise Account Manager North			£0.00		£45,000.00		£46,800.00		£48,672.00		£50,618.88	
Salary 5 - Enterprise Account Manager South			£0.00		£45,000.00		£46,800.00		£48,672.00		£50,618.88	
Salary 6 - Full Stack Developer			£0.00		£0.00		£65,000.00		£67,600.00		£70,304.00	
Salary 7 - Full Stack Developer			£0.00		£0.00		£65,000.00		£67,600.00		£70,304.00	
Salary 8 - Full Stack Develoepr			£0.00		£0.00		£65,000.00		£67,600.00		£70,304.00	
Salary 9 - Marketing Executive			£0.00		£0.00		£35,000.00		£36,400.00		£37,856.00	
Salary 10 - Office Admin			£0.00		£28,000.00		£29,120.00		£30,284.80		£31,496.19	
Salary 11 - CTO Year 2			£0.00		£0.00		£120,000.00		£124,800.00		£129,792.00	
Salary 12 - AI Developer			£0.00		£0.00		£65,000.00		£67,600.00		£70,304.00	
Salary 13 - Enterprise Account Manager Northern Ireland / Ireland			£0.00		£0.00		£45,000.00		£46,800.00		£48,672.00	
Salary 14 - Enterprise Account Manager Scotland			£0.00		£0.00		£45,000.00		£46,800.00		£48,672.00	
Salary 15 - Head of UK & Eire			£0.00		£0.00		£0.00		£70,000.00		£72,800.00	
Salary 16 - PPC Manager (SEO, Social Ads Manager)			£0.00		£38,000.00		£39,520.00		£41,100.80		£42,744.83	
Salary 17 - Head of Finance			£0.00		£0.00		£120,000.00		£124,800.00		£129,792.00	