**Unit Economics**

| **Metric** | **Value** |
| --- | --- |
| **Revenue** | **18,005** |
| **COGS** | **9,000** |
| **Gross Profit** | **9,005** |
| **Gross Profit Margin** | **50%** |
| **Operating Costs** | **9,000** |
| **Operating Profit** | **2,345** |
| **Net Profit Margin** | **7%** |

| **Metric** | **Year 1 Value** |
| --- | --- |

|  |  |
| --- | --- |
| **CAC** | **750** |

|  |  |
| --- | --- |
| **CLV** | **2,500** |

|  |  |
| --- | --- |
| **ARPU** | **150** |

**Terms**

| **Term** | **Explanation** |
| --- | --- |
| **CAC** | (Cost of Sales + Cost of Marketing) / Number of new customers acquired (in currency terms) |
| **CLV** | Average purchase value x Average purchase frequency x Average Customer Lifespan x Gross Margin |
| **ARPU** | Total revenue in a specific period / Total number of customers during the same period |
| **Gross Profit** | Total revenue – Total COGS (in currency terms) |
| **Operating Costs** | Cost of goods sold (COGS) + operating expenses (OPEX) |
| **Operating Profit** | Revenue from Core Operations – Cost of Goods Sold – Operating Expenses – Depreciation – Amortization Expenses |
| **Churn Rate** | (Customers at the beginning of the period – Customers at the end of the period) / Customers at the beginning of the period |