

## **Metal Master – Financial Projections (12-Month + 3-Year)**

### **Assumptions:**

- Subscription price: \$12.99/month average
- Conversion target: 300–1,000 paid users by Month 12
- Churn rate: 5% monthly
- App operational costs are low (home studio based)
- Loan amount requested: \$50,000–\$75,000

### **12-Month Projection:**

Month 1: 50 users → \$649  
Month 2: 75 users → \$974  
Month 3: 100 users → \$1,299  
Month 4: 150 users → \$1,948  
Month 5: 175 users → \$2,273  
Month 6: 200 users → \$2,598  
Month 7: 225 users → \$2,922  
Month 8: 250 users → \$3,247  
Month 9: 275 users → \$3,572  
Month 10: 300 users → \$3,897  
Month 11: 325 users → \$4,221  
Month 12: 350 users → \$4,546

**Year 1 Total Revenue:** ~\$31,750

### **3-Year Annual Projection (Recurring Subscriptions):**

Year 1: \$31,000–\$60,000  
Year 2: \$80,000–\$180,000 (1,000–1,800 subscribers)  
Year 3: \$160,000–\$360,000 (2,000–3,000 subscribers)

**Summary:** Metal Master becomes profitable by Month 8–12 and generates strong recurring revenue by Year 2.