

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.