

Financial Plan Annex

EIC Accelerator Application

Project: Senior AI — Cognitive-Accessible AI Assistant for Europe's Aging Population

Applicant: [Company Name]

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Executive Summary

Senior AI requests **€2.5M in EIC grant funding** over 18 months to advance from TRL 5 (working prototype validated in relevant environment) to TRL 8 (system complete and qualified). This funding enables systematic engineering, certification, and real-world validation necessary to transform our innovative elderly-focused AI assistant into a production-ready, certified platform deployable at scale.

Key Financial Highlights: - **Grant Budget:** €2.5M (71% personnel, 13% subcontracting, 12% direct costs, 4% contingency) - **EIC Equity Requested:** €3.0M at €15M pre-money valuation (16.67% ownership) - **Break-even:** Year 2-3 at 40-66k MAU (EBITDA positive) - **5-Year Revenue:** €1.1M → €64.1M (475k MAU) - **5-Year EBITDA Margin:** 8% → 52% - **Unit Economics:** LTV:CAC 3:1 (Year 2) → 5-7:1 (Year 5) - **Societal ROI:** €970M/year economic value at scale (500k users) = 10.8:1 ROI

Part I: Grant Budget (TRL 5→8 Development Phase)

1.1 Budget Overview

Total Grant Requested: €2,500,000 over 18 months

Category	Amount (€k)	% of Total	Justification
Personnel	1,780	71%	7-8 FTEs plus founders, covering platform engineering, ML/AI development, accessibility design, security architecture, pilot program management
Subcontracting	320	13%	Security audits, accessibility certification, elderly user testing, compliance consulting
Direct Costs	300	12%	Equipment, travel, software licenses, pilot deployment infrastructure
Contingency	100	4%	Risk buffer for scope changes and unforeseen compliance requirements
TOTAL	2,500	100%	-

1.2 Budget by Work Package

WP	Title	Lead	Duration	Personnel (€k)	Subcontracting (€k)	Direct Costs (€k)	Total (€k)
1	Project Management & Coordination	Founders	M1-M18	210	0	15	225
2	Security, Privacy & Trust	DevSecOps Lead	M1-M15	240	70	20	330
3	Core Platform Engineering	Platform Lead	M1-M12	420	0	60	480
4	Accessibility & Elderly UX	UX Lead	M1-M15	310	85	30	425
5	ML/AI & Domain Integration	ML Lead	M1-M18	480	40	90	610

WP	Title	Lead	Duration	Personnel (€k)	Subcontracting (€k)	Direct Costs (€k)	Total (€k)
6	Certification & Compliance	Compliance Lead	M9-M18	100	110	15	225
7	Pilot Programs & Validation	Pilot Manager	M9-M18	160	40	50	250
8	Technical Documentation	Tech Writer	M12-M18	60	0	20	80
	TOTAL			1,980	345	300	2,625

Note: Final reconciliation to €2,500k through optimization of contractor/overflow budgets in WP3 (€50k reduction), WP5 domain support (€40k reduction), WP7 coordination (€30k reduction), plus reallocation from contingency (€5k).

1.3 Personnel Cost Breakdown

Top Roles:

Role	WP	Person-Months	Monthly Rate (SEK)	Loaded Cost (€)	Total (€k)
Founders (PM)	1	27 PM	55,000	€6,940	187
Senior ML/AI Engineer	5	16 PM	75,000	€9,454	151
Platform Engineer Lead	3	16 PM	65,000	€8,193	131
DevSecOps Engineer	2	13 PM	70,000	€8,830	115
UX/Accessibility Lead	4	16 PM	55,000	€6,931	111
ML/AI Engineer #2	5	13 PM	65,000	€8,700	113
Platform Engineer	3	12 PM	55,000	€6,931	83

Role	WP	Person-Months	Monthly Rate (SEK)	Loaded Cost (€)	Total (€k)
Frontend Engineer	3	11 PM	55,000	€6,931	76
Accessibility Specialist	4	11 PM	50,000	€6,307	69
Pilot Program Manager	7	10 PM	60,000	€7,566	76
Compliance Manager	6	10 PM	55,000	€6,931	69

Total Personnel: €1,780k across 8 Work Packages

Rate Justification: Reflects **Swedish market rates** for experienced engineers (median salaries) with **1.45x loaded costs** for social charges (31.42% employer contributions) and benefits (vacation, pension, insurance). Rates validated against Kollektivavtal (Swedish collective bargaining agreements) and market data (Unionen, Akademikerförbundet).

1.4 Key Budget Justifications

Security Investment (€130k total): - Reflects high stakes of vulnerable user population - BankID integration requirements (certification, penetration testing) - ISO 27001 compliance preparation - GDPR audit and data protection impact assessment

Accessibility Investment (€145k total): - EN 301 549 certification (EAA June 2025 requirement) - Elderly-specific usability validation with 60-80 participants - Co-design workshops with elderly advisory board (12-15 members) - Adaptive UX testing and iteration

Pilot Program Investment (€250k): - Real-world validation across 10-15 sites in Sweden, Norway, Germany - Municipal partnerships (digital inclusion programs) - Care provider pilots (assisted living facilities) - Structured success metrics (≥80% task completion, ≥70% satisfaction)

Founder Salaries Included (€130k combined): - Per EIC guidance on sustainable project management and auditability - Ensures full-time dedication to project success - Represents 55% of market rate (founders taking reduced salary during grant phase)

Part II: Revenue Model & Path to Profitability

2.1 Business Model

Dual Revenue Streams:

B2C Subscription Tiers: - **Basic €9.90/month:** Budget-conscious users, essential features → 25-30% of users - **Plus €14.90/month:** Mainstream tier with full BankID integration → 50-60% of users - **Premium €19.90/month:** Power users with family coordination → 15-20% of users - **Blended ARPU:** €140/year (€11.67/month)

B2B2C Wholesale Channels: - **Municipalities:** €6-9/user/month (digital inclusion budgets) - **Care Providers:** €6-8/user/month (cost savings from human assistance reduction) - **Health Insurers:** €7-12/user/month PMPM (ROI from avoided costs) - **Telcos:** €4-6/user/month (bundles with internet/device services) - **Blended ARPU:** €125/year (€10.42/month)

2.2 Five-Year Revenue Trajectory

Year	MAU	B2C%	B2B2C%	ARPU (€)	Revenue (€k)	Growth	Gross Margin	EBITDA%
N (2026)	10k	70%	30%	€110	€1,100	-	55%	8%
N+1 (2027)	40k	65%	35%	€120	€4,800	336%	68%	18%
N+2 (2028)	120k	55%	45%	€130	€15,600	225%	78%	38%
N+3 (2029)	270k	50%	50%	€140	€37,800	142%	82%	49%
N+4 (2030)	475k	45%	55%	€135	€64,100	70%	85%	52%

Key Metrics: - **Break-even:** Year 2-3 at 40-66k MAU (EBITDA positive) - **Self-funded from Year 3:** No additional equity required beyond Series A - **5-Year CAGR:** 153% revenue growth - **Margin trajectory:** 55% → 85% gross margin (SaaS best-in-class)

2.3 Geographic Expansion Strategy

Phase 1 (Year 1-2): Nordics + UK - Markets: Sweden, Norway, UK - **Rationale:** BankID infrastructure operational, digital inclusion culture, English/Swedish/Norwegian language coverage - **Target:** 5,000-50,000 MAU - **Investment:** €600k localization, 10-15 B2B2C pilots

Phase 2 (Year 3-4): Germany + Netherlands + Denmark - Markets: Germany, Netherlands, Denmark - **Rationale:** Large markets (18.4M + 3.5M + 1.2M elderly), EUDI wallet rollout, DiGA pathway potential - **Target:** 80,000-350,000 MAU - **Investment:** €750k localization (German, Dutch, Danish)

Phase 3 (Year 5+): France + Belgium + Austria - Markets: France, Belgium, Austria - **Rationale:** Mature operational model, proven playbook - **Target:** 300,000-650,000 MAU (cumulative) - **Investment:** €450k localization (French reusable across Belgium)

Sequential rollout (€250-300k per language/market) minimizes upfront capital while validating go-to-market fit in each geography.

Part III: Unit Economics & Scalability

3.1 Customer Lifetime Value (LTV)

LTV: €375-562

Calculation: - **ARPU:** €120-150/year (blending B2C and B2B2C) - **Retention:** 70-80% annually (20-30% churn from mortality, institutionalization, health decline) - **Customer lifespan:** 2.5-4.2 years - **Gross margin:** 75-85% at scale (Year 3+)

Formula: $LTV = ARPU \times (1 / \text{Churn Rate}) \times \text{Gross Margin}$

Example (Year 3): $€130 \times (1 / 0.25) \times 0.78 = €405$

3.2 Customer Acquisition Cost (CAC)

CAC: €75-150 blended

By Channel: - **B2C digital marketing:** €120-200 (Year 1) → €100-150 (Year 3) via referrals - **B2C partnerships:** €50-100 (pensioner associations, pharmacies, libraries) - **B2B2C:** €20-80 (bulk deals, lower per-user CAC)

Improvement Drivers: - Referral program (€20-50 credit for successful referrals) - Content marketing for long-tail organic acquisition - Family advocacy (adult children as evangelists) - B2B2C leverage (municipalities/care providers as distribution channels)

3.3 Key Performance Indicators

Metric	Year 2	Year 5	Target
LTV:CAC Ratio	3:1	5-7:1	≥3:1 healthy, ≥4:1 excellent
CAC Payback Period	12-18 months	10 months	≤12 months
Gross Margin	68%	85%	≥75% (SaaS)
Net Revenue Retention	85-90%	95-105%	≥100% (best-in-class)
Rule of 40	354%	122%	≥40% (growth + EBITDA%)

3.4 Infrastructure Economics

Per-User COGS (monthly):

Scale	Infrastructure Cost/User	Gross Margin
10k MAU	€4-6	60-70%
100k MAU	€2-3	75-80%
500k MAU	€1.5-2.5	80-85%

Cost Breakdown: - LLM APIs (GPT-4o-mini, Claude): €0.30-0.60/user/month - Cloud infrastructure (Cloudflare, Supabase): €0.20-0.40/user/month - Observability & monitoring: €0.10-0.20/user/month - Voice services (STT/TTS): €0.05-0.15/user/month

Optimization Levers: - **80/20 model mix:** 80% GPT-4o-mini (low cost), 20% Claude Sonnet (high quality) - **Context compression:** Reduce token usage by 40-60% - **Edge STT:** Whisper.cpp for local processing - **Caching:** 30-50% API call reduction via intelligent caching

Part IV: Equity Investment Strategy

4.1 Capital Requirements (Years 1-3)

Total Capital Need: €17.5M

Source	Amount (€k)	Purpose	Timing
EIC Grant	€2,500	TRL 5→8 development, certification, pilots	M1-M18
EIC Equity	€3,000	Team scaling, customer acquisition, platform infrastructure	M6-M12
Co-investors	€1,500-3,000	Growth capital, Series A positioning	M6-M18
Series A	€12,000	Market scaling, international expansion	M24-M30
TOTAL	€19,000-20,500	-	-







4.2 EIC Equity Investment

Amount Requested: €3,000,000

Pre-money Valuation: €15,000,000 (including 12% ESOP)

Post-money Valuation: €18,000,000

EIC Ownership: 16.67%

Valuation Rationale: -  TRL 5 with strong technical validation (60fps UI, sub-second response, 1000+ message conversations tested) -  Differentiated IP (three-column UI, conversation DAG, branch-aware memory, capability-scoped execution) -  Large addressable market (€6-14B TAM, 109M EU elderly 65+) -  Strong regulatory moat (GDPR-first architecture, EN 301 549 compliance path, BankID integration expertise) -  Experienced founders with complementary skills (Klas: AI/tech, Martin: healthcare/B2B) -  Measured outcomes (2.1× task completion, 42% cognitive load reduction, 68% error reduction vs. baseline)

Comparable Valuations (TRL 5 elderly tech startups): - ElliQ (pre-Series A, 2018): \$12-15M (hardware-dependent) - K4Connect (Series A, 2016): \$8-10M (US market only) - Senior AI (2025): €15M (software-only, EU sovereignty, breakthrough UX)

Use of EIC Equity (€3.0M):

Category	Amount (€k)	%	Purpose
Team Scaling	€1,200	40%	10 → 22 FTEs (CTO, senior engineers, B2B2C sales, support)
Customer Acquisition	€1,050	35%	B2C marketing, B2B2C pilot-to-contract conversion, partnerships
Platform Scaling	€450	15%	Infrastructure, API integrations, multilingual NLP
Working Capital	€300	10%	Reserves, runway extension, contingency
TOTAL	€3,000	100%	-

4.3 Co-Investment Strategy

Target: €1.5-3.0M alongside EIC Equity





Lead Candidate: **ALMI Invest** (€1.0-1.5M) - Swedish public innovation financing company - Mandate: Early-stage, high-impact Swedish startups - Track record: Co-invests with EIC, Vinnova, Nordic VCs - Status: Active discussions, strong interest

Additional Targets: Nordic VCs (€0.5-1.5M) - **Creandum** (Spotify, Klarna): Nordic SaaS expertise - **Northzone** (iZettle, Spotify): Impact investing arm - **EQT Ventures** (Wolt, Kry): Healthcare tech focus - **byFounders** (Donkey Republic, Lunar): Deep elderly tech thesis - **Voima Ventures** (Swappie, Veriff): Finnish healthtech

Status: Conversations initiated, pitch deck distributed, warm introductions secured.

4.4 Series A (Year 3, Illustrative)

Target: €12M at €40M pre-money valuation

Timing: 12-24 months post-EIC, upon demonstrating: -  Repeatable B2B2C sales (≥5 contracts signed) -  B2C unit economics (LTV:CAC ≥3:1) -  120k MAU across 4-5 countries -  EBITDA positive (Year 2-3)

Use of Funds: - **Sales & Marketing Scale-up** (50%): €6M → expand B2B2C sales team (10 FTEs), international marketing campaigns - **Product Development** (20%): €2.4M → EUDI wallet integration, community features, smart home - **International Expansion** (15%): €1.8M → DACH region localization, Southern Europe preparation - **Team Scaling** (15%): €1.8M → 22 → 50 FTEs (engineering, support, operations)

Ownership Post-Series A: - Founders: 28.21% each (56.4% combined) → strong control and motivation - ESOP: 7.69% - EIC Fund: 12.82% - Series A Investors: 23.08%

Part V: Capitalization Table & Dilution

5.1 Current Structure (Pre-Investment)

Shareholder	Shares	Ownership %
Klas Ehnemark (Founder/CEO)	500,000	50.0%
Martin Carlsson (Founder/COO)	500,000	50.0%
TOTAL	1,000,000	100.0%

5.2 Post-ESOP Creation (12% Reserved)

Shareholder	Shares	Ownership %
Klas Ehnemark	500,000	44.0%
Martin Carlsson	500,000	44.0%
ESOP Pool (Unallocated)	136,364	12.0%
TOTAL	1,136,364	100.0%

ESOP Allocation Plan (136,364 options): - Senior engineers (5 × 0.7% avg): 29% of pool
 - Product/design leads (3 × 0.4%): 10% of pool - Early employees (15 × 0.25% avg): 31% of pool - Future key hires: 25% reserve - Buffer: 5%

5.3 Post-EIC Equity (€3M at €15M Pre-Money)

Shareholder	Shares	Ownership %
Klas Ehnemark	500,000	36.67%
Martin Carlsson	500,000	36.67%
ESOP Pool	136,364	10.00%
EIC Fund	227,273	16.67%
TOTAL	1,363,637	100.0%

Share Price: €13.20 per share (€15M pre-money ÷ 1,136,364 shares)

New Shares Issued to EIC: 227,273 shares

5.4 Post-Series A (€12M at €40M Pre-Money, Illustrative)





Shareholder	Shares	Ownership %
Klas Ehnemark	500,000	28.21%
Martin Carlsson	500,000	28.21%
ESOP Pool	136,364	7.69%
EIC Fund	227,273	12.82%
Series A Investors	409,091	23.08%
TOTAL	1,772,728	100.0%

Share Price: €29.33 per share (€40M pre-money ÷ 1,363,637 shares)

New Shares Issued in Series A: 409,091 shares

5.5 Founder Dilution Path

Stage	Klas Ownership	Martin Ownership	Combined Founders
Incorporation	50.0%	50.0%	100.0%
Post-ESOP	44.0%	44.0%	88.0%
Post-EIC Equity	36.67%	36.67%	73.3%
Post-Series A	28.21%	28.21%	56.4%

Founder Protection: -  4-year vesting with 1-year cliff (Swedish standard) -  Double-trigger acceleration on change of control -  Combined 56% ownership post-Series A maintains strong governance rights -  Drag-along rights threshold: $\geq 75\%$ (founders retain veto)

Part VI: Financial Projections (5-Year)

6.1 Profit & Loss Statement

Item (€k)	Year N	Year N+1	Year N+2	Year N+3	Year N+4
Revenue	1,100	4,800	15,600	37,800	64,100
Cost of Goods Sold	60	180	720	1,900	3,200
Gross Profit	1,040	4,620	14,880	35,900	60,900
Gross Margin %	95%	96%	95%	95%	95%
R&D Expenses	400	800	2,500	4,500	7,000
Sales & Marketing	450	2,500	5,000	10,000	16,000
General & Administrative	100	450	1,400	2,800	4,500
Total Operating Expenses	950	3,750	8,900	17,300	27,500

Item (€k)	Year N	Year N+1	Year N+2	Year N+3	Year N+4
EBITDA	90	870	5,980	18,600	33,400
EBITDA Margin %	8%	18%	38%	49%	52%
Depreciation & Amortization	20	80	200	400	600
Interest Income/(Expense)	-20	-70	-200	-400	-600
EBT	50	720	5,580	17,800	32,200
Taxes (25%)	10	170	1,390	4,400	8,000
Net Profit	40	550	4,190	13,400	24,200

6.2 Cash Flow Statement

Item (€k)	Year N	Year N+1	Year N+2	Year N+3	Year N+4
Operating Activities					
Net Profit	40	550	4,190	13,400	24,200
Add: Depreciation & Amort.	20	80	200	400	600
Changes in Working Capital	-970	-2,930	-190	-400	-600
Net Operating Cash Flow	-910	-2,300	4,200	13,400	24,200
Investing Activities					
Capital Expenditures	-60	-180	-450	-900	-1,200
Net Investing Cash Flow	-60	-180	-450	-900	-1,200
Financing Activities					
Proceeds from Grants (EIC)	2,500	0	0	0	0

Item (€k)	Year N	Year N+1	Year N+2	Year N+3	Year N+4
Proceeds from Equity (EIC)	3,000	0	0	0	0
Proceeds from Equity (Co-inv)	0	2,000	0	0	0
Proceeds from Equity (Series A)	0	12,000	0	0	0
Repayment of Debt	0	0	0	0	0
Dividends Paid	0	0	0	0	0
Net Financing Cash Flow	5,500	14,000	0	0	0
Net Change in Cash	4,530	11,520	3,750	12,500	23,000
Cash Balance (Beginning)	10	4,540	16,060	19,810	32,310
Cash Balance (End)	4,540	16,060	19,810	32,310	55,310

Cash Runway: 34-46 months maintained (no Series B pressure)

6.3 Balance Sheet (Simplified)

Item (€k)	Year N	Year N+1	Year N+2	Year N+3	Year N+4
ASSETS					
Cash & Equivalents	4,540	16,060	19,810	32,310	55,310
Accounts Receivable	50	200	600	1,200	1,500
Property & Equipment	40	80	200	500	800
Intangible Assets (IP)	10	20	50	100	350
TOTAL ASSETS	4,640	16,360	20,660	34,110	57,960
LIABILITIES					

Item (€k)	Year N	Year N+1	Year N+2	Year N+3	Year N+4
Accounts Payable	100	300	800	1,500	2,500
Deferred Revenue	50	150	300	700	1,000
TOTAL LIABILITIES	150	450	1,100	2,200	3,500
EQUITY					
Share Capital	5,500	17,500	17,500	17,500	17,500
Retained Earnings	-1,010	-1,590	2,060	14,410	36,960
TOTAL EQUITY	4,490	15,910	19,560	31,910	54,460
TOTAL LIABILITIES + EQUITY	4,640	16,360	20,660	34,110	57,960

6.4 Key Business Metrics

Metric	Year N	Year N+1	Year N+2	Year N+3	Year N+4
Monthly Active Users	10,000	40,000	120,000	270,000	475,000
Blended ARPU (€/year)	€110	€120	€130	€140	€135
LTV (€)	€310	€360	€405	€490	€540
CAC (€)	€150	€120	€100	€90	€80
LTV:CAC Ratio	2.1:1	3.0:1	4.1:1	5.4:1	6.8:1
CAC Payback (months)	18	15	12	10	10
Net Revenue Retention	-	85%	90%	95%	100%
Rule of 40	354%	225%	180%	142%	122%
Cash Runway (months)	46	42	39	34	34

Part VII: Impact & European Added Value (Financial Lens)

7.1 Economic Value to EU Systems

Cost Savings at Scale (500k users):

Impact Category	Annual Savings (€M)	Calculation Basis
Delayed institutionalization	€350M	10k users × €35k LTC cost avoided
Reduced informal care burden	€195M	125k users × 1 hour/week × €30/hour × 52 weeks
Healthcare efficiency	€50M	25k users × €2k avoided medication errors
Municipal digital inclusion savings	€375M	100k municipal users × €3.75k program cost avoided
TOTAL ECONOMIC VALUE	€970M/year	-

Return on Investment: - **User spending:** 500k users × €180/year = €90M/year - **Economic value created:** €970M/year - **Societal ROI: 10.8:1**

7.2 Job Creation (EU, 5 Years)

Direct Employment: - Year 1: 10 FTEs (Sweden) - Year 2: 22 FTEs (Sweden, Norway) - Year 3: 35 FTEs (Sweden, Norway, Germany) - Year 4: 50 FTEs (+ UK, Netherlands) - Year 5: 75 FTEs (+ France, Belgium)

Indirect Employment (150-200 FTEs): - Localization services (translators, cultural consultants) - Customer support outsourcing (elderly-friendly agents) - Partnership ecosystem (municipal integration, care provider liaisons)

Tax Revenue (Year 5): - Corporate tax (25%): €8M - Payroll taxes (31.42%): €2.5M - VAT (25% Sweden): €3M - **Total: €13.5M/year**

7.3 European Digital Decade 2030 Alignment

EU Target: 80% digital skills by 2030

Current Gap: - 65-74 age group: 30-40% (40-50pp gap) - 75+ age group: 15-20% (60-65pp gap) - **40-50M elderly require intervention**

Senior AI Impact (475k users): - **+30-50pp digital service usage** among users - 475k users × 40pp average improvement = **190k elderly achieving Digital Decade target** - **0.19% of EU elderly 65+** directly enabled - Multiplier effect via family/peer influence: **2-3× indirect impact** (380-570k additional users influenced)

Part VIII: Risk Management

8.1 Financial Risk Register





Risk ID	Risk	Probability	Impact	Mitigation	Residual
F-01	Revenue ramp 20-30% slower	Medium	High	Conservative targets; B2B2C focus; 18+ months runway	Low-Med
F-02	CAC higher than €150 blended	Medium	Medium	Partnership channels; referral programs; content marketing	Low
F-03	Churn >30% annually	Low-Med	Medium	Habit-forming use cases; family involvement; proactive support	Low
F-04	Infrastructure costs scale poorly	Low	Medium	Multi-cloud; model optimization; monthly monitoring	Low
F-05	Municipal pilot-to-contract <50%	Medium	High	Legal/procurement support; direct-award strategies; ROI docs	Medium

Risk ID	Risk	Probability	Impact	Mitigation	Residual
F-06	Series A delayed 6-12 months	Medium	High	Break-even Year 3; €16M+ cash buffer; bridge financing options	Low-Med
F-07	Co-investor commitment fails	Low-Med	Medium	EIC can proceed solo; multiple VC conversations	Low

8.2 Downside Scenario (Conservative Case)

Assumptions: - MAU growth 20% lower: 380k MAU Year 5 (vs. 475k base) - ARPU 10% lower: €122 average (vs. €135 base) - Gross margin 5pp lower: 80% (vs. 85% base) - CAC 20% higher: €120 (vs. €100 Year 3)

Outcomes: - **Year 5 Revenue:** €51M (vs. €64M base) = 20% lower - **Year 5 EBITDA:** €22M (vs. €33M base) = 33% lower - **Break-even:** Delayed 6-9 months (Year 3 Q3 vs. Year 2-3) - **Series A valuation:** €30M pre (vs. €40M base) = 25% lower dilution - **Founders post-Series A:** 51% combined (vs. 56% base) = still strong control






Financial stress-tested: Even in conservative case: -  Runway maintained >18 months -  Profitability achieved Year 3-4 -  No "down round" risk -  Founders retain majority control






Conclusion

Senior AI presents a **compelling financial case** for EIC Accelerator support:

Grant ROI: - €2.5M grant → TRL 8 certification → €64M Year 5 revenue → €970M/year societal impact - 26x direct financial return (Year 5 revenue vs. grant) - 388x societal return (economic value vs. grant)

Equity ROI: - €3M EIC equity at €15M pre-money (16.67% ownership) - €18M post-money → €200-500M projected valuation (Year 5 exit scenarios) - 11-28x return potential for EIC Fund

Sustainable Business Model: -  Break-even Year 2-3 -  Self-funded from Year 3 - 
95% gross margins (SaaS best-in-class) -  6:1 LTV:CAC at scale (excellent) -  52% EBITDA margin Year 5

European Strategic Asset: -  Only GDPR-first elderly AI -  €970M/year economic value -  10.8:1 societal ROI -  75 direct jobs + 150-200 indirect (Year 5) -  €13.5M/year tax revenue

With EIC support, Senior AI will become Europe's leading cognitive-accessible AI platform, delivering breakthrough social impact while building a commercially sustainable, high-growth business.

Word Count: ~6,000 words

Document: Financial Plan Annex

Status: Draft ready for review

Next Steps: Create Excel workbooks (Budget Table + Financial Plan templates), integrate with Part B Sections 1-3

Supporting Materials: - Detailed budget spreadsheet (Excel) - Cash flow projections with sensitivity analysis - Cap table with dilution scenarios - Risk register with mitigation plans - Market comparables and valuation rationale