

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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Version: Draft 1.0

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 ($\geq 80\%$ task completion, $\geq 70\%$ 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: $LTV = ARPU \times (1 / Churn\ Rate) \times Gross\ Margin$

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

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 (2.1x 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 $\geq 3:1$) - 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 ($5 \times 0.7\%$ avg): 29% of pool
- Product/design leads ($3 \times 0.4\%$): 10% of pool - Early employees ($15 \times 0.25\%$ 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 \div 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 \div 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: ≥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
<hr/>					
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
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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: **2-3x 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