

Channel	Monthly Average	2022 Acquired	2023 Acquired	2024 Acquired	
Students	39,547	319,319	455,276	649,113	
Small College or University	3	6	44	65	
Mid Size College or University	2	4	30	43	
Large College or University	1	2	12	24	

Large Yearly College or University Subscription	2022 Revenue \$20,000	2023 Revenue \$140,000	2024 Revenue \$380,000
Mid Size Yearly College or University Subscription	2022 Revenue \$40,000	2023 Revenue \$340,000	2024 Revenue \$770,000
Small College or University Subscription	2022 Revenue \$60,000	2023 Revenue \$500,000	2024 Revenue \$1,150,000
Student Account	2022 Revenue \$0	2023 Revenue \$0	2024 Revenue \$0

Customer Acq. Costs \$0.59	Av. Customer Value \$2	Max Burn Rate -\$56,127	Total Funding Needed \$469,304
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<p>Return on Investment (EBITDA)</p> <p>EBITDA Multiple: Default is 5</p> <p>Sales Year: Year 3</p> <p>Projected Value: \$6,094,781</p>	<p>Return on Investment (Cash Flow)</p> <p>Discount Rate: Default is 11%</p> <p>Long Term Growth Rate: Default is 3%</p> <p>NPV: \$6,385,255</p>
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