



Investor Update
December 12, 2025

KPI 12/12/2025

Total Sales

1,536,874

🕒 just now

Completed Revenue

693,697

🕒 just now

Pipeline

752,725

🕒 just now

ARPU

8,353

🕒 just now

LTV

1,671

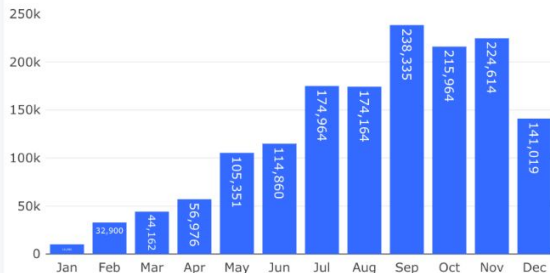
🕒 just now

Booked Hrs

33,773

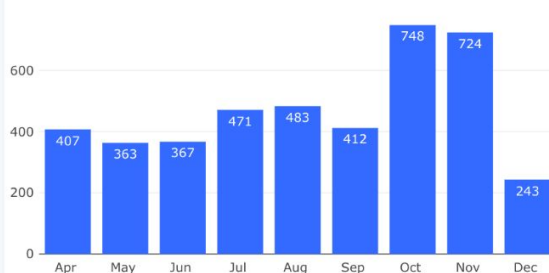
🕒 just now

Monthly Sales (\$)



🕒 just now

Leads by Month



🕒 just now

Completed & Scheduled (\$)



🕒 just now

Updates

What's going well

- Booking sales trend continues to be strong - total sales has surpassed \$1.5M
- LTV \$1,670+ and CAC \$355
- Mobile apps launching end of Q1 (client & CP facing)
- First celebrity booking

Fundraising

- Current cash through Feb/March 2026
- Fundraise efforts until the mid-Jan, and discuss the following options:
 - \$3M round with a lead
 - Potential bridge round

Financials ([worksheet here](#))

Boram Care FINANCIALS

	2025											
At Home	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gross Booking Sales	10,065	36,940	52,274	60,816	105,351	115,768	179,045	174,164	252,498	230,882		
Processed Revenue	6,740	11,485	12,320	34,694	103,182	77,073	72,026	99,674	82,151	112,863		
CP payout	5,580	9,535	10,220	29,230	85,705	62,030	57,640	79,445	65,635	90,505		
%age	17.2%	17.0%	17.0%	15.7%	16.9%	19.5%	20.0%	20.3%	20.1%	19.8%		
Active Clients	5	6	6	9	21	20	20	33	28	28		
Revenue	1,160	1,950	2,100	5,464	17,477	15,043	14,386	20,229	16,516	22,358		
Expenses	105,662	104,528	113,482	114,011	108,076	90,276	93,863	88,369	89,448	89,037		
Payroll + benefits	58,287	55,947	55,948	55,940	55,424	56,010	55,928	50,320	50,320	50,320		
Consultants	22,720	23,578	22,090	19,411	24,373	15,804	14,500	13,650	12,907	12,450		
Marketing	21,398	21,193	25,340	17,592	19,790	8,369	13,871	14,520	16,236	16,500		
Credit Card Processing Fees	-	-	-	781	2,580	2,714	2,135	3,497	2,954	3,386		
Software	3,257	3,810	4,405	5,140	2,151	3,621	2,873	2,623	3,272	2,623		
Legal & Accounting	-	-	3,636	12,272	-	-	-	-	-	-		
Insurance					3,383	3,383	3,383	3,383	3,383	3,383		
Tax Payments	0	0	0	2,500	0	0	0	0	0	0		
Moving + Storage	0	0	2,063	376	376	376	376	376	376	376		
T&E	0	0	0	0	0	0	797	0	0	0		
Net Income	(104,502)	(102,578)	(111,382)	(108,547)	(90,599)	(75,233)	(79,476)	(68,140)	(72,933)	(66,679)		
Cash	1,117,133	1,014,555	903,174	794,627	704,028	628,795	549,318	481,178	408,246	341,566		