			Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total 2012
Assumptions		SIGNUPS & PAYING CUSTOMERS													
		SIGNUPS													
Signups beginning of 1st month:	0	Signups beginning of month New signups	0	10	27	49	75	106	141	182	228	279	337	400	0
		Non-trackable signups (PR, organic, viral,)													
Non-trackable signups growth rate p.m	15.00% 100	Non-trackable signups growth p.m. New non-trackable signups	5	15.00%	15.00%	15.00%	15.00%	15.00%	15.00% 12	15.00% 13	15.00% 15	15.00% 18	15.00% 20	15.00%	145
Non-trackable signups 1st month:	100	Trackable signups (SEM, ad buys,)											,		
Acquisition costs 1st month:	\$1,000	Marketing spending Acquisition costs (marketing spending per new tracka	\$8,000 \$1,000	\$11,500 \$1,000	\$15,000 \$999	\$18,500 \$999	\$22,000 \$998	\$25,500 \$998	\$29,000 \$997	\$32,500 \$997	\$36,000 \$996	\$39,500 \$996	\$43,000 \$995	\$46,500 \$995	\$327,000 \$1,006
Decrease p.m.	\$0.50	New trackable signups	5	12	15	19	22	26	29	33	36	40	43	47	325
		Total new signups Signups end of month	10 10	17 27	22 49	26 75	31 106	36 141	41 182	46 228	51 279	57 337	63 400	70 470	470 470
Customers beginning of 1st month:	50.00%	PAYING CUSTOMERS Customers beginning of month	3	2	4	8	12	17	23	30	38	47	56	67	3
conversion rate initially	20.00% 0.05%	Conversion rate New customers	20.00%	20.05%	20.10%	20.15%	20.20%	20.25%	20.30%	20.35%	20.40%	20.45% 11	20.50% 12	20.55%	82
hurn p.m.	1.50%	Lost customers due to chum	0	0	0	0	0	0	0	0	1	1	1	1	5
	300	Customers end of month	2	4	8	12	17	23	30	38	47	56	67	79	79
Rooms Occupancy	70%														
Days Room Price	365 \$120.00	REVENUE													
Block Hotel Charge	5%	Customers mid-month	2	3	6	10	15	20	27	34	42	52	62	73	
Monthly ARPU:	\$38,325	Average revenue per customer per month Gross revenue	\$38,325 \$95,094	\$38,325 \$132,088	\$38,325 \$234,991	\$38,325 \$381,439	\$38,325 \$560,379	\$38,325 \$772,601	\$38,325 \$1,019,050	\$38,325 \$1,300,856	\$38,325 \$1,619,356	\$38,325 \$1,976,130	\$38,325 \$2,373,033	\$38,325 \$2,812,239	\$13,277,257
Payment processing fees:	3%	Payment processing	\$2,853	\$3,963	\$7,050	\$11,443	\$16,811	\$23,178	\$30,572	\$39,026	\$48,581	\$59,284	\$71,191	\$84,367	\$398,318
		Net revenue M/M growth	\$92,241	\$128,126	\$227,941 78%	\$369,996 62%	\$543,568 47%	\$749,423 38%	\$988,479 32%	\$1,261,830 28%	\$1,570,776 24%	\$1,916,846	\$2,301,842 20%	\$2,727,872	\$12,878,939
		Will growth			70/0	02/6	47/0	30%	32/0	2070	24/0	22/0	2070	15/0	
		COSTS													
		Personnel													
Start date: an/ 12	Yearly salary: \$50,000	CEO	\$4.167	\$4.167	\$4,167	\$4.167	\$4,167	\$4,167	\$4.167	\$4.167	\$4.167	\$4,167	\$4.167	\$4.167	\$50,000
an/ 12	\$50,000	СТО	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$50,000
an/ 12 eb/ 12	\$50,000 \$50,000	Software Engineer Software Engineer	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$4,167 \$4,167	\$50,000 \$50,000
an/ 12	\$40,000	Pre-sales support	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$40,000
lun/ 12 Sep/ 12	\$40,000 \$40,000	Pre-sales support Pre-sales support	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$40,000 \$40,000
Jan/ 12	\$40,000	Support	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$40,000
Jun/ 12 Oct/ 12	\$40,000 \$40,000	Support Support	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$3,333 \$3,333	\$40,000 \$40,000
Payroll tax & benefits rate:	15.00%	Payroll Tax & Benefits	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$66,000
		Total Personnel	\$42,167	\$42,167	\$42,167	\$42,167	\$42,167	\$42,167	\$42,167	\$42,167	\$42,167	\$42,167	\$42,167	\$42,167	\$506,000
Spending 1st month:	Increase p.m.	Marketing SEM	***	00.500		0.4.500	45.000	25.500	***	***			** ***	\$8 500	***
\$3,000 \$2,000	\$500 \$0	Ad buys	\$3,000 \$2,000	\$3,500 \$2,000	\$4,000 \$2,000	\$4,500 \$2,000	\$5,000 \$2,000	\$5,500 \$2,000	\$6,000 \$2,000	\$6,500 \$2,000	\$7,000 \$2,000	\$7,500 \$2,000	\$8,000 \$2,000	\$8,500 \$2,000	\$69,000 \$24,000
		Busines Development	\$3,000	\$6,000	\$9,000	\$12,000	\$15,000	\$18,000	\$21,000	\$24,000	\$27,000	\$30,000	\$33,000	\$36,000	
		Total Marketing	\$8,000	\$11,500	\$15,000	\$18,500	\$22,000	\$25,500	\$29,000	\$32,500	\$36,000	\$39,500	\$43,000	\$46,500	\$327,000
osts per month:	\$500	Total Hosting & Bandwidth	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
osts per month:		Miscellaneous											4		
	\$1,000 \$1,000	Contractors (designer, contract developers) Lawyers, accountants, CPAs	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$12,000 \$12,000
	\$1,000 \$1,000	Travel Office rent & utilities	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$12,000 \$12,000
	\$1,000	Telecommunications, Internet, office supplies etc.	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
	\$1,000 \$1,000	Insurance Other	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$1,000 \$1,000	\$12,000 \$12,000
	\$1,000	Total Miscellaneous	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$12,000
		Total costs	\$57,667	\$61,167	\$64,667	\$68,167	\$71,667	\$75,167	\$78,667	\$82,167	\$85,667	\$89,167	\$92,667	\$96,167	\$923,000
		101111 00313	φυ1,001	φυ1, 107	<i>\$0</i> ₩,007	φυυ, 16 <i>7</i>	φ/ 1,00/	φ10,101	φ10,001	Ψ02,107	400,00 7	903,107	φ3 ∠,0 07	φ30,107	\$323,000
		P&L													
		Revenue	\$95.094	\$132.088	\$234.991	\$381.439	\$560.379	\$772.601	\$1.019.050	\$1,300,856	\$1,619,356	\$1,976,130	\$2.373.033	\$2.812.239	\$13.277.257
			700,004	Ţ.UZ,000	4_04,031	4301,433	4300,073	Ų. / L ,001	Ţ.,J1J,UJU	Ţ.,500,000	Ţ.,J10,000	Ç.,570,130	4 =,57 0,000	4 =,312,233	Ų.U,ZIII,ZUI
		Costs of Goods Sold Payment processing	\$2,853	\$3,963	\$7,050	\$11,443	\$16,811	\$23,178	\$30,572	\$39,026	\$48,581	\$59,284	\$71,191	\$84,367	\$398.318
		Hosting & bandwidth	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
		Support Total Costs of Goods Sold	\$11,500 \$14,853	\$11,500 \$15,963	\$11,500 \$19,050	\$11,500 \$23,443	\$11,500 \$28,811	\$11,500 \$35,178	\$11,500 \$42,572	\$11,500 \$51,026	\$11,500 \$60,581	\$11,500 \$71,284	\$11,500 \$83,191	\$11,500 \$96.367	\$138,000 \$542,318
														700,000	
		Gross Profit Gross Profit margin	\$80,241	\$116,126 87.92%	\$215,941 91,89%	\$357,996 93.85%	\$531,568 94.86%	\$737,423 95.45%	\$976,479 95.82%	\$1,249,830 96.08%	\$1,558,776 96.26%	\$1,904,846 96.39%	\$2,289,842 96,49%	\$2,715,872 96.57%	\$12,734,939 95.92%
		Sales & Marketing % of revenues	\$19,500	\$23,000 17.41%	\$26,500 11.28%	\$30,000 7.86%	\$33,500 5.98%	\$37,000 4.79%	\$40,500 3.97%	\$44,000 3.38%	\$47,500 2.93%	\$51,000 2.58%	\$54,500 2.30%	\$58,000 2.06%	\$465,000 3.50%

Research & Development	\$10,583	\$10,583	\$10,583	\$10,583	\$10,583	\$10,583	\$10,583	\$10,583	\$10,583	\$10,583	\$10,583	\$10,583	\$127,000
% of revenues		8.01%	4.50%	2.77%	1.89%	1.37%	1.04%	0.81%	0.65%	0.54%	0.45%	0.38%	0.96%
General & Adminstrative	\$15,583	\$15,583	\$15,583	\$15,583	\$15,583	\$15,583	\$15,583	\$15,583	\$15,583	\$15,583	\$15,583	\$15,583	\$187,000
% of revenues		11.80%	6.63%	4.09%	2.78%	2.02%	1.53%	1.20%	0.96%	0.79%	0.66%	0.55%	1.41%
EBIT	\$34,574	\$66,959	\$163,275	\$301,829	\$471,901	\$674,256	\$909,812	\$1,179,664	\$1,485,109	\$1,827,679	\$2,209,175	\$2,631,705	\$11,955,939
EBIT margin		50.69%	69.48%	79.13%	84.21%	87.27%	89.28%	90.68%	91.71%	92.49%	93.10%	93.58%	90.05%
Sanity checks & other interesting metrics													
Headcount	10	10	10	10	10	10	10	10	10	10	10	10	
Customer acquisition costs for trackable customers		\$17,250	\$9,826	\$8,775	\$8,077	\$7,576	\$7,196	\$6,898	\$6,655	\$6,453	\$6,281	\$6,133	
Blended customer acquisition costs for all customers		\$11,471	\$7,640	\$6,884	\$6,346	\$5,934	\$5,601	\$5,319	\$5,071	\$4,848	\$4,642	\$4,449	
New signups per pre-sales support agent	3	6	7	9	10	12	14	15	17	19	21	23	
Paying customers per support agent	1	1	3	4	6	8	10	13	16	19	22	26	

SaaS Plan Template, created by Christoph Janz.
A simple financial plan for early-stage SaaS startups with a low-touch sales model.
Please check out these notes.