

Module 2 - Example - Operating Model

Clearframe Operating Model

This example shows a simplified operating model for **Clearframe**, a B2B SaaS tool for creative operations teams.

Assumptions

Metric	Value
Avg. Revenue per Customer	\$600/month (3 seats × \$200)
Customer Acquisition Rate	6 new customers/month
Churn	3% monthly
Team	4 FTEs (2 product, 1 sales, 1 founder)
Infra & Tools	\$3,000/month
Marketing	\$4,000/month

Revenue Forecast (Next 6 Months)

Month	New Customers	Total Customers	MRR	Notes
Jan	6	20	\$12,000	Starting point

Month	New Customers	Total Customers	MRR	Notes
Feb	6	25	\$15,000	Post-churn
Mar	6	30	\$18,000	Momentum building
Apr	6	35	\$21,000	Growth pace
May	6	39	\$23,400	Early upsell
Jun	6	43	\$25,800	Slight churn

Expense Summary

Category	Amount
Salaries	\$25,000
Infra & Tools	\$3,000
Marketing	\$4,000
Legal/Other	\$1,500
Total Burn	\$33,500

Cash Flow Summary

- Starting Cash: \$150,000
- Monthly Net Cash Flow (Month 1): -\$21,500
- Cash-Out Date (w/o raise): ~7 months

Milestones by Month 6

- \$25K+ MRR
 - CAC < \$2K
 - Churn < 5%
 - Ready for \$1M Seed+ round
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