

Module 5 - Example - Forecasting

Clearframe Company Overview

Clearframe is a B2B SaaS tool that helps early-stage startups keep their product strategy, experiments, and roadmap in sync. They charge \$200/month for a 3-seat base plan, primarily selling to founders, small product teams, and accelerators.

In early 2025, they're at ~\$3,200 in MRR with ~15 paying teams and one upcoming accelerator partnership. They've launched v1, closed a few paid pilots, and are considering a \$500K pre-seed raise.


Base Case Forecast

Month	New Customers	MRR (EOM)	Burn	Cash Remaining
March	5	\$4,200	\$28K	\$92K
April	6	\$5,400	\$30K	\$62K
May	7	\$6,800	\$31K	\$31K
June	6	\$8,000	\$32K	\$0

Assumptions:

- \$600 ACV per customer
- 5–7 new customers per month via outbound + accelerator partner
- Steady burn increasing with minor tool spend + part-time contractor

- No paid marketing until post-raise

 Cash-out date: **June 30th**

Stretch Case Forecast

Month	New Customers	MRR (EOM)	Burn	Cash Remaining
March	7	\$4,600	\$28K	\$92K
April	9	\$6,200	\$30K	\$62K
May	10	\$8,000	\$32K	\$30K
June	11	\$10,200	\$34K	-\$4K

 Stretch bets:

- Accelerator brings 2–3 additional warm leads per week
- Website conversion lifts after onboarding rewrite
- Close rates improve after adding use case templates

 Risk: Burn increases ~7% while runway shortens. If CAC > \$2K, runway compresses to May.


Downside Case Forecast

Month	New Customers	MRR (EOM)	Burn	Cash Remaining
March	3	\$3,800	\$28K	\$92K
April	2	\$4,200	\$29K	\$63K

Month	New Customers	MRR (EOM)	Burn	Cash Remaining
May	2	\$4,600	\$28K	\$35K
June	1	\$4,800	\$27K	\$8K

 Why?

- Accelerator partner delays launch
- Outbound slows due to spam filters
- Founder context-switches to product

 Response plan: Pause new hires, shrink ad experiments, pull forward fundraising prep.

Sensitivity Snapshot

- If conversion from lead → paid drops from 15% → 8%, Clearframe misses \$500K ARR milestone by **3 months**
 - If CAC increases from \$1.5K → \$2.3K, current cash only sustains **through May**
 - If burn rises to \$35K, cash-out date moves from **June 30** → **June 5**
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What This Forecast Shows

- A model with *beliefs* and *bets*, not guarantees
 - A tight link between customer acquisition and funding runway
 - Clear inflection points for burn, hiring, and fundraising
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“We’re not assuming perfect growth. We’re showing what happens if the system behaves as we believe—and what we’ll do if it doesn’t.”