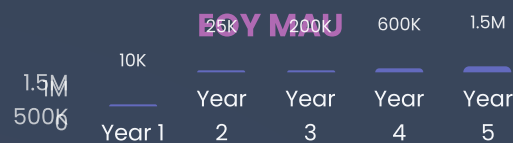


Financials



Key Metrics

Annual Churn: Y1: 0% Y2: 5% Y3: 10% Y4: 15% Y5: 15%

Premium Conversion: 3% (>10k users)

ARPPU: \$60/year (\$5/month)

Strategic Notes

- Y1: Development focus, no monetization
- Y2: Freemium model introduction with premium features
- Y3+: Aggressive global user acquisition focus
- Y3 growth rate higher due to removing beta cap on signups, with significant waiting list expected
- Low churn due to network stickiness & integrated utility
- Costs increase with development, monetization & growth investments
- Profitability projected in Year 4 as scaled growth drives revenue