I am assuming a 2% market share, and a customer retention rate of 60%, and an average revenue of $40.69 per user

**1.Market Penetration Rate Sensitivity Analysis:**

| Market Penetration Rate | Forecasted Annual Revenue |
| --- | --- |
| 1% | $80.499 million |
| 2% | $162.097 million (Base Scenario) |
| 3% | $243.696 million |
| 4% | $325.294 million |
| 5% | $406.892 million |

**2.Customer Retention Rate Sensitivity Analysis:**

| Customer retention rate | Forecasted Annual Revenue |
| --- | --- |
| 50% | $121.866 million |
| 60% | $162.097 million (Base Scenario) |
| 70% | $202.327 million |

**3.ARPU Sensitivity Analysis:**

| Average Revenue per User | Forecasted Annual Revenue |
| --- | --- |
| $10 | $39.843 million |
| $20 | $79.687 million |
| $30 | $119.316 million |
| $40.69 (Base Scenario) | $162.097 million |
| $50 | $204.878 million |

Market Penetration Rate: 2%

Projected Total Users in 2024: 132.558 million users

Estimated Users: 2% of 132.558 million = 2.651 million users

ARPU: $40.69

Total Annual Revenue: 3.977 million users \* $40.69 = $162.097 million

One year sales forecast: $162.097 million based on a 2% market capture rate

Reference:<https://www.statista.com/outlook/hmo/digital-health/digital-fitness-well-being/health-wellness-coaching/nutrition-apps/worldwide>