Financial Projections:

\*Bigfoot Social plans to operate as lean and as efficiently as possible, with a small expert team delivering on AI, infrastructure, and marketing.

**Revenue Forecast:**

|  |  |  |
| --- | --- | --- |
| **2024** | **2025** | **2026** |
| $10,000 | $100,000 | $300,000 |

2024:

We plan on building Bigfoot Social in 2024. We hope to roll out a beta in around a month and begin getting customers in late October. We hope to see $10,000 in revenue from a combination of paid users and revenue we generate from our own testing of the platform.

2025:

We plan to scale up and market the solution to our wider audience to achieve this higher revenue. We also aim to have our solution in our own productions to help us produce content at an accelerated rate.

2026:

We plan on collecting our algorithm inputs and outputs to begin building a quantitative trading model based on our real-time data. If this initiative works, we hope to add revenue from trading profits, in addition to user sales and our content ad revenue.

**Funding Requirements Forecast:**

|  |  |  |
| --- | --- | --- |
| **2024** | **2025** | **2026** |
| $40,000 | $75,000 | $100,000 |

2024:

We will initially need front-end development support and cloud resources to further fine-tune our model and serve our model to users. An EKS cluster sufficient for running the model costs around $1,000 a month and a frontend contractor will cost around $36,000 for the work, based on current rates.

2025:

We will need to invest more into marketing with paid ads, partnerships, etc. We would spend around $30,000 in various marketing endeavors. Development costs are likely to increase as well as we scale up and build new tools based on customer feedback. We anticipate needing $40,000 to maintain the product and the hosting.

2026:

By this time, we will seek to maintain the $40,000 in maintenance. By now, we would like to have $60,000 as starting capital to test our social media-informed factor fund/quant model (pending successful backtesting).

**Expected RoI:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **2024** | **2025** | **2026** |
| Investment | $40,000 | $75,000 | $100,000 |
| Revenue | $10,000 | $100,000 | $300,000 |
| RoI | -75% | 33% | 200% |

2024:

The first year we will have to invest in the platform. We will most likely see a negative return in the first year.

2025:

When solidified, and with potentially an stabler MRR, we seek a target of 33% RoI for 2025.

2026:

If we can maintain production and maintenance costs, and if our trading algorithm works, we hope to see a 200% RoI for the 2026 year.