



COMPARATIVA DE INVERSIÓN

Criterio	Tier A	Tier B	Tier C	Tier D	Tier E
Inversión	\$50,000	\$150,000	\$500,000	\$2,000,000	\$5,000,000
Equity %	5%	10%	15%	20%	25%
Duración Estimada (mes)	10	10	12	18	24
Foco Operacional	Gasto inicial y validaciones	Escalamiento e infrastruct.	Punto de Equilibrio	Expansión de ciudades y alianzas B2B	Expansión Internacional
Presupuesto MKT	\$5,000	\$9,200	\$25,000	\$66,000	\$125,000
Leads Prov, Usuarios/ mes	~114 Leads	~258 Leads	~715 Leads	~1,886 Leads	~3,571 Leads
Ventas Proyectadas (20% leads)	~22	~52	~143	~377	~715
Ingreso Anual Proyectado	\$51K	\$384K	\$3.2M	\$37.2M	\$519.2M
Retorno de Anuncios Obj	1.2:1 ≥4:1	1.2:1 ≥5:1	1.2:1 ≥6:1	1.2:1 ≥7:1	1.2:1 ≥8:1

Tier A

Mes	Capital Inicial (al inicio del mes)	Ingreso Mensual (26%)	Capital Final (al final del mes)
1	\$\\$5,000.00\$	\$\\$1,300.00\$	\$\\$6,300.00\$
2	\$\\$6,300.00\$	\$\\$1,638.00\$	\$\\$7,938.00\$
3	\$\\$7,938.00\$	\$\\$2,063.88\$	\$\\$10,001.88\$
4	\$\\$10,001.88\$	\$\\$2,600.49\$	\$\\$12,602.37\$
5	\$\\$12,602.37\$	\$\\$3,276.62\$	\$\\$15,878.98\$
6	\$\\$15,878.98\$	\$\\$4,128.54\$	\$\\$20,007.52\$
7	\$\\$20,007.52\$	\$\\$5,201.96\$	\$\\$25,209.48\$
8	\$\\$25,209.48\$	\$\\$6,554.46\$	\$\\$31,763.94\$
9	\$\\$31,763.94\$	\$\\$8,258.62\$	\$\\$40,022.56\$
10	\$40,022.56	\$10,405.87	\$50,428.43

Tier B

Mes (n)	Capital Inicial (al inicio del mes)	Ingreso Mensual (r=33.33%)	Capital Final (al final del mes)
1	\$\\$9,000.00\$	\$\\$3,000.00\$	\$\\$12,000.00\$
2	\$\\$12,000.00\$	\$\\$4,000.00\$	\$\\$16,000.00\$
3	\$\\$16,000.00\$	\$\\$5,333.33\$	\$\\$21,333.33\$
4	\$\\$21,333.33\$	\$\\$7,111.11\$	\$\\$28,444.44\$
5	\$\\$28,444.44\$	\$\\$9,481.48\$	\$\\$37,925.93\$
6	\$\\$37,925.93\$	\$\\$12,641.98\$	\$\\$50,567.91\$
7	\$\\$50,567.91\$	\$\\$16,855.97\$	\$\\$67,423.88\$
8	\$\\$67,423.88\$	\$\\$22,474.63\$	\$\\$89,898.51\$
9	\$\\$89,898.51\$	\$\\$29,966.17\$	\$\\$119,864.68\$
10	\$119,864.68	\$39,954.89	\$159,819.57 (usando \$r=1/3\$)
10	\$121,999.04	\$40,666.35	\$162,665.39 (usando \$r=0.3333...\$)

Tier C

Mes	Capital al Inicio del Mes	Inversión Mensual Nueva	Capital Base para Rendimiento	Ingreso Mensual (34%)	Capital Final
1	\$\\$0.00\$	\$\\$25,000.00\$	\$\\$25,000.00\$	\$\\$8,500.00\$	\$\\$33,500.00\$
2	\$\\$33,500.00\$	\$\\$25,000.00\$	\$\\$58,500.00\$	\$\\$19,890.00\$	\$\\$78,390.00\$
3	\$\\$78,390.00\$	\$\\$25,000.00\$	\$\\$103,390.00\$	\$\\$35,152.60\$	\$\\$138,542.60\$
4	\$\\$138,542.60\$	\$\\$25,000.00\$	\$\\$163,542.60\$	\$\\$55,604.48\$	\$\\$219,147.08\$
5	\$\\$219,147.08\$	\$\\$25,000.00\$	\$\\$244,147.08\$	\$\\$83,010.01\$	\$\\$327,157.09\$
6	\$\\$327,157.09\$	\$\\$25,000.00\$	\$\\$352,157.09\$	\$\\$119,733.41\$	\$\\$471,890.50\$
7	\$\\$471,890.50\$	\$\\$25,000.00\$	\$\\$496,890.50\$	\$\\$168,942.77\$	\$\\$665,833.28\$
8	\$\\$665,833.28\$	\$\\$25,000.00\$	\$\\$690,833.28\$	\$\\$234,883.31\$	\$\\$925,716.59\$
9	\$\\$925,716.59\$	\$\\$25,000.00\$	\$\\$950,716.59\$	\$\\$323,243.64\$	\$\\$1,273,960.23\$
10	\$\\$1,273,960.23\$	\$\\$25,000.00\$	\$\\$1,298,960.23\$	\$\\$441,646.48\$	\$\\$1,740,606.71\$
11	\$\\$1,740,606.71\$	\$\\$25,000.00\$	\$\\$1,765,606.71\$	\$\\$600,306.28\$	\$\\$2,365,912.99\$
12	\$2,365,912.99	\$25,000.00	\$2,390,912.99	\$812,910.42	\$3,203,823.40

Tier D

Mes	Capital al Inicio del Mes	Inversión Mensual Nueva	Capital Base para Rendimiento	Ingreso Mensual (33.64%)	Capital Final
1	\$\\$0.00\$	\$\\$66,000.00\$	\$\\$66,000.00\$	\$\\$22,200.00\$	\$\\$88,200.00\$
5	\$\\$507,765.73\$	\$\\$66,000.00\$	\$\\$573,765.73\$	\$\\$193,025.26\$	\$\\$766,790.99\$
10	\$\\$2,932,166.45\$	\$\\$66,000.00\$	\$\\$2,998,166.45\$	\$\\$1,008,137.95\$	\$\\$4,006,304.40\$
15	\$\\$12,506,003.58\$	\$\\$66,000.00\$	\$\\$12,572,003.58\$	\$\\$4,228,881.19\$	\$\\$16,800,884.77\$
18	\$27,789,926.34	\$66,000.00	\$27,855,926.34	\$9,370,128.51	\$37,226,054.85

Tier E

Mes	Capital al Inicio del Mes	Inversión Mensual Nueva	Capital Base para Rendimiento	Ingreso Mensual (33.6%)	Capital Final
1	\$\\$0.00\$	\$\\$125,000.00\$	\$\\$125,000.00\$	\$\\$42,000.00\$	\$\\$167,000.00\$
6	\$\\$1,618,458.92\$	\$\\$125,000.00\$	\$\\$1,743,458.92\$	\$\\$585,802.20\$	\$\\$2,329,261.12\$
12	\$\\$11,532,494.38\$	\$\\$125,000.00\$	\$\\$11,657,494.38\$	\$\\$3,916,918.11\$	\$\\$15,574,412.50\$
18	\$\\$67,907,839.93\$	\$\\$125,000.00\$	\$\\$68,032,839.93\$	\$\\$22,859,034.22\$	\$\\$90,891,874.15\$
24	\$388,481,595.96	\$125,000.00	\$388,606,595.96	\$130,571,816.24	\$519,178,412.21

Métrica Clave	Tier 1: Base/Validación	Tier 2: Optimización Inicial	Tier 3: Crecimiento Regional	Tier 4: Escalamiento Nacional	Tier 5: Expansión y Liderazgo
Inversión Total (MXN)	\$50,000	\$150,000	\$500,000	\$2,000,000	\$5,000,000
% de Equity Ofrecido	5.00%	10.00%	15.00%	20.00%	25.00%
Duración Estimada	10 Meses	12 Meses	12 Meses	18 Meses	24 Meses
Foco Operacional	Sostener gastos iniciales y validar CPL/ROAS.	Adquirir proveedores y cubrir el costo de la infraestructura.	Contratar equipo de desarrollo completo y alcanzar el Punto de Equilibrio.	Expandir a 10 nuevas ciudades e iniciar alianzas B2B.	Implementar el modelo de Comisión por Transacción (futuro de monetización).
Presupuesto de Marketing Mensual (Ad Spend)	\$5,000 MXN	\$10,000 MXN	\$20,000 MXN	\$40,000 MXN	\$80,000 MXN
Leads de Proveedores Proyectados (Mensual)	~143 Leads	~286 Leads	~571 Leads	~1,143 Leads	~2,286 Leads
Ingreso Recurrente Proyectado (Mensual)	\$6,000 MXN	\$12,100 MXN	\$24,100 MXN	\$48,300 MXN	\$96,700 MXN
Retorno de la Inversión Publicitaria (ROAS)	\$\approx 1.2:1\$ (En fase de aprendizaje)	\$\geq 2.5:1\$	\$\geq 4:1\$ (Meta de Retargeting)	\$\geq 5:1\$	\$\geq 6 : 1\$

Mes (M)	Inversión Inicial por Mes	Ingresa Total (MRR) (M × 0.456)	Gasto Acumulado	Ingresa Acumulado	Amortización (\$50K)
M1	\$5,000.00	\$2,280.00	\$5,000.00	\$2,280.00	- \$47,720.00
M2	\$7,280.00	\$3,320.00	\$12,280.00	\$5,600.00	- \$44,400.00
M3	\$10,600.00	\$4,834.00	\$22,880.00	\$10,434.00	- \$39,566.00
M4	\$15,434.00	\$7,040.00	\$38,314.00	\$17,474.00	- \$32,526.00
M5	\$22,474.00	\$10,248.00	\$60,788.00	\$27,722.00	- \$22,278.00
M6	\$32,722.00	\$14,932.00	\$93,510.00	\$42,654.00	- \$7,346.00
M7	\$47,654.00	\$21,731.00	\$141,164.00	\$64,385.00	+\$14,385.00
M8	\$69,385.00	\$31,655.00	\$210,549.00	\$96,040.00	+\$46,040.00
M9	\$101,040.00	\$46,174.00	\$311,589.00	\$142,214.00	+\$92,214.00
M10	\$147,214.00	\$67,138.00	\$458,803.00	\$209,352.00	+\$159,352.00

Mes (M)	Mkt Spend Inicial (S)	Ingreso Total (MRR) (S × 0.456)	Ganancia Reinv. (MRR - Costo Fijo)	Nuevo Mkt Spend (M+1)	MRR Acumulado (Total Revenue)
M1	\$9,200.00	\$4,195.20	- \$5,004.80	\$13,395.20	\$4,195.20
M2	\$13,395.20	\$6,108.67	- \$7,286.53	\$19,503.87	\$10,303.87
M3	\$19,503.87	\$8,893.76	- \$10,610.11	\$28,397.63	\$19,197.63
M4	\$28,397.63	\$12,948.74	- \$15,448.89	\$41,346.37	\$32,146.37
M5	\$41,346.37	\$18,841.50	- \$22,504.87	\$60,187.87	\$50,987.87
M6	\$60,187.87	\$27,455.08	- \$32,732.79	\$87,642.95	\$78,442.95
M7	\$87,642.95	\$39,945.06	- \$47,697.89	\$127,588.01	\$118,388.01
M8	\$127,588.01	\$58,190.12	- \$71,087.89	\$185,778.13	\$176,578.13
M9	\$185,778.13	\$84,705.84	- \$101,072.29	\$270,483.97	\$261,283.97
M10	\$270,483.97	\$123,280.70	- \$147,203.27	-	\$384,564.67