

Revenue Projections & Market Analysis

One In The Hand, LLC

Executive Summary

OITH operates on a simple subscription model: **\$10/month** for all users. This document outlines revenue potential based on market size analysis and user growth projections.

Pricing Model

Tier	Price	Features
Monthly	\$10/month	Full access, all features
Annual	\$96/year (\$8/month)	20% discount

Net Revenue per User (after payment processing):

- Monthly: \$10.00 - \$0.59 (Stripe fees) = **\$9.41**
 - Annual: \$96.00 - \$3.09 (Stripe fees) = **\$92.91** (\$7.74/month)
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Market Size Analysis

Total Addressable Market (TAM)

Global Online Dating Market

Metric	Value	Source
Global market size (2024)	\$10.5 Billion	Statista
Projected size (2028)	\$14.4 Billion	Grand View Research
CAGR	8.2%	IBISWorld

Serviceable Addressable Market (SAM)

US Premium Dating Market

| Metric | Value | Calculation |

|-----|-----|-----|

| US online dating market | \$3.2 Billion | 30% of global |

| Premium segment (paid apps) | \$2.1 Billion | 65% of US market |

| Relationship-focused segment | \$840 Million | 40% of premium |

Serviceable Obtainable Market (SOM)

OITH Target Segment (Year 1-3)

| Timeframe | Target Market Share | Revenue Potential |

|-----|-----|-----|

| Year 1 | 0.1% of segment | \$840,000 |

| Year 2 | 0.5% of segment | \$4.2 Million |

| Year 3 | 2.0% of segment | \$16.8 Million |

Target Demographics

Primary Target: Quality-Focused Daters

Demographic	Size (US)	% Likely to Pay
Singles 25-40	45 Million	15%
Frustrated with free apps	30 Million	25%
Seeking serious relationships	25 Million	35%
Core Target	8.75 Million	-

Addressable Users by Market

Market	Size	Tier	Potential Users
Tier 1 Cities			
New York	2.1M	1%	42,000
Los Angeles	1.8M	1%	36,000

Chicago	1.2M	1%	24,000
San Francisco	0.8M	1%	24,000
Tier 2 Cities			
Austin	0.5M	1%	10,000
Denver	0.4M	1%	8,000
Seattle	0.4M	1%	8,000
Miami	0.6M	1%	12,000
Total Addressable	7.8M	1%	164,000

Revenue Model Scenarios

Scenario 1: Conservative Growth

Assumptions:

- 50% monthly / 50% annual subscribers
- 8% monthly churn
- Organic growth only first 6 months
- \$15 CAC

Month	New Users	Churned	Active Users	MRR	Cumulative Revenue
1	100	0	100	\$970	\$970
2	150	8	242	\$2,347	\$3,317
3	200	19	423	\$4,103	\$7,420
4	300	34	689	\$6,683	\$14,103
5	400	55	1,034	\$10,030	\$24,133
6	500	83	1,451	\$14,075	\$38,208

7	750	116	2,085	\$20,224	\$58,432
8	1,000	167	2,918	\$28,305	\$86,737
9	1,250	233	3,935	\$38,169	\$124,906
10	1,500	315	5,120	\$49,664	\$174,570
11	1,750	410	6,460	\$62,662	\$237,232
12	2,000	517	7,943	\$77,047	\$314,279

Year 1 Total: \$314,279

Year 1 Active Users: 7,943

Average Revenue Per User (ARPU): \$9.70/month

Scenario 2: Moderate Growth

Assumptions:

- 40% monthly / 60% annual subscribers
- 6% monthly churn
- Paid marketing from month 3
- \$12 CAC

Month	New Users	Churned	Active Users	MRR	Cumulative Revenue
1	200	0	200	\$1,940	\$1,940
2	300	12	488	\$4,734	\$6,674
3	500	29	959	\$9,302	\$15,976
4	750	58	1,651	\$16,015 convergence	\$31,991
5	1,000	99	2,552	\$24,754	\$56,745
6	1,500	153	3,899	\$37,820	\$94,565
7	2,000	234	5,665	\$54,951	\$149,516
8	2,500	340	7,825	\$75,903	\$225,419

9	3,000	470	10,355	\$100,444	\$325,863
10	3,500	621	13,234	\$128,378	\$454,241
11	4,000	794	16,440	\$159,508	\$613,749
12	4,500	986	19,954	\$193,554	\$807,303

Year 1 Total: \$807,303

Year 1 Active Users: 19,954

Average Revenue Per User (ARPU): \$9.70/month

Scenario 3: Aggressive Growth (With Funding)

Assumptions:

- 35% monthly / 65% annual subscribers
- 5% monthly churn (better retention from quality focus)
- Significant paid marketing budget
- \$10 CAC at scale

Month	New Users	Churned	Active Users	MRR	Cumulative Revenue
1	500	0	500	\$4,850	\$4,850
2	1,000	25	1,475	\$14,308	\$19,158
3	2,000	74	3,401	\$32,990	\$52,148
4	3,000	170	6,231	\$60,441 convergence	\$112,589
5	4,000	312	9,919	\$96,214	\$208,803
6	5,000	496	14,423	\$139,903	\$348,706
7	6,000	721	19,702	\$191,109	\$539,815
8	7,000	985	25,717	\$249,455	\$789,270
9	8,000	1,286	32,431	\$314,581	\$1,103,851
10	9,000	1,622	39,809	\$386,148	\$1,489,999

11	10,000	1,990	47,819	\$463,844	\$1,953,843
12	11,000	2,391	56,428	\$547,352	\$2,501,195

Year 1 Total: \$2,501,195

Year 1 Active Users: 56,428

Average Revenue Per User (ARPU): \$9.70/month

Multi-Year Revenue Projections

5-Year Projection (Moderate Scenario)

Year	Active Users (EOY)	Annual Revenue	Growth Rate
Year 1	20,000	\$807,000	-
Year 2	75,000	\$3,500,000	334%
Year 3	200,000	\$12,000,000	243%
Year 4	400,000	\$28,000,000	133%
Year 5	650,000	\$52,000,000	86%

Revenue Breakdown by Year 5

Revenue Stream	% of Total	Annual Revenue
Monthly Subscriptions	30%	\$15,600,000
Annual Subscriptions	60%	\$31,200,000
Premium Features (future)	10%	\$5,200,000
Total	100%	\$52,000,000

Unit Economics

Customer Lifetime Value (LTV)

Metric	Conservative	Moderate	Optimistic
Avg. Monthly Revenue	\$9.41	\$9.41	\$9.41
Monthly Churn Rate	8%	6%	5%
Avg. Customer Lifespan	12.5 mo	16.7 mo	20 mo
LTV	\$118	\$157	\$188

Customer Acquisition Cost (CAC)

Channel	CAC	LTV:CAC Ratio
Organic/Referral	\$5	31:1
Content Marketing	\$8	20:1
Social Ads	\$15	10:1
Influencer	\$20	8:1
Blended Average	\$12	13:1

Payback Period

Scenario	LTV	CAC	Payback Period
Conservative	\$118	\$15	1.6 months
Moderate	\$157	\$12	1.3 months
Optimistic	\$188	\$10	1.1 months

Revenue by Geography (Year 3 Target)

Region	Users	% of Total	Annual Revenue
United States	150,000	75%	\$9,000,000
Northeast	40,000	20%	\$2,400,000
West Coast	45,000	22.5%	\$2,700,000
Midwest	25,000	12.5%	\$1,500,000
South	30,000	15%	\$1,800,000
Mountain	10,000	5%	\$600,000
Canada	25,000	12.5%	\$1,500,000
UK/Europe	20,000	10%	\$1,200,000
Australia	5,000	2.5%	\$300,000
Total	200,000	100%	\$12,000,000

Competitive Revenue Comparison

Company	Users (Est.)	Revenue	ARPU
Tinder	75M	\$1.9B	\$25/year
Bumble	45M	\$900M	\$20/year
Hinge	23M	\$400M	\$17/year
The League	500K	\$60M	\$120/year
OITH (Target Y3)	200K	\$12M	\$60/year

Revenue Per Paying User Comparison

App	% Paid Users	Revenue/Paid User/Year

Tinder	5%	\$500
Bumble	7%	\$286
Hinge	6%	\$290
The League	100%	\$120
OITH	100%	\$96-120

Revenue Sensitivity Analysis

Impact of Churn Rate

Monthly Churn	LTV	Year 1 Revenue	Year 3 Revenue
10%	\$94	\$650,000	\$8,000,000
8%	\$118	\$750,000	\$10,000,000
6%	\$157	\$807,000	\$12,000,000
5%	\$188	\$900,000	\$14,000,000
4%	\$235	\$1,000,000	\$16,000,000

Impact of Price Point

Monthly Price	Annual Revenue (20K users)	LTV
\$8	\$1,536,000	\$126
\$10	\$1,920,000	\$157
\$12	\$2,304,000	\$188
\$15	\$2,880,000	\$235
\$20	\$3,840,000 OITH Confidential - 9	\$314

Impact of Conversion Rate (from trial/signup)

Conversion Rate	Users at 10K signups	Annual Revenue
10%	1,000	\$96,000
15%	1,500	\$144,000
20%	2,000	\$192,000
25%	2,500	\$240,000
30%	3,000	\$288,000

Break-Even Analysis

Monthly Break-Even

Expense Level	Monthly Costs	Users Needed	Revenue Needed
Bootstrap	\$2,000	213	\$2,066
Lean	\$10,000	1,063	\$10,311
Growth	\$25,000	2,656	\$25,763
Scale	\$75,000	7,967	\$77,280

Time to Break-Even

Scenario	Monthly Costs	Month to Break-Even
Bootstrap	\$2,000	Month 3
Lean	\$10,000	Month 6
Growth	\$25,000	Month 9
Scale	\$75,000	Month 14

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Revenue Milestones

Milestone	Users Required	Timeline (Moderate)
\$10K MRR	1,063	Month 4
\$50K MRR	5,310	Month 8
\$100K MRR	10,620	Month 11
\$1M ARR	8,850	Month 10
\$5M ARR	44,250	Year 2
\$10M ARR	88,500	Year 2.5
\$50M ARR	442,500	Year 5

Key Revenue Assumptions

Assumption	Value	Justification
Price Point	\$10/month	Competitive with premium apps
Payment Processing	5.9%	Stripe standard rate
Monthly Churn	6%	Better than industry avg (quality focus)
Annual vs Monthly	60/40	Industry standard
CAC	\$12	Efficient channels, viral potential
Organic Growth	30%	Referrals, PR, content

Risk Factors to Revenue

Risk	Impact	Mitigation
Higher churn	-20% revenue	Improve matching, engagement features
Lower conversion	-15% revenue	Optimize onboarding, A/B test pricing
Competition	-10% revenue	Differentiation, brand building
Market saturation	-10% revenue	Geographic expansion
Economic downturn	-15% revenue	Price flexibility, value messaging

Document Control

Version	Date	Author	Changes
1.0	[DATE]	Matthew Ross	Initial revenue projections