

TooltipCompanion Browser: Valuation & Monetization Findings

This document analyzes the potential value and monetization paths for TooltipCompanion, both as a standalone tool and as part of a Chromium-forked browser with integrated AI, voice, and proactive tooltip functionality. ****Standalone Tool (no users):**** - Outright sale value: \$200k–\$1M as an IP/asset acquisition. - With patents & demos: up to ~\$2M+. ****As part of the Chromium Fork Browser:**** - Pre-revenue asset sale: \$1M–\$5M if strategic acquirer sees value. - VC pre-seed fundraising: \$3M–\$10M pre-money valuation possible. - With adoption: valuation scales with ARR multiples (4–8x ARR typical for SaaS). ****Monetization Models:**** 1. Freemium/Pro subscriptions (\$3/mo user baseline used here). 2. Enterprise licensing (\$15 per seat per month). 3. SDK licensing (\$50k annual per SDK customer).

Monetization & ARR Scenarios (\$3 ARPU for Pro Users):

Model	Base Users	Conversion Rate	ARR (\$)
Freemium/Pro	10000	2%	7200.0
Freemium/Pro	10000	5%	18000.0
Freemium/Pro	10000	10%	36000.0
Freemium/Pro	50000	2%	36000.0
Freemium/Pro	50000	5%	90000.0
Freemium/Pro	50000	10%	180000.0
Freemium/Pro	100000	2%	72000.0
Freemium/Pro	100000	5%	180000.0
Freemium/Pro	100000	10%	360000.0
Freemium/Pro	500000	2%	360000.0
Freemium/Pro	500000	5%	900000.0
Freemium/Pro	500000	10%	1800000.0
Enterprise Licensing	10	-	180000.0
Enterprise Licensing	50	-	900000.0
Enterprise Licensing	100	-	1800000.0
Enterprise Licensing	500	-	9000000.0
SDK Licensing	5	-	250000.0
SDK Licensing	20	-	1000000.0
SDK Licensing	50	-	2500000.0
SDK Licensing	100	-	5000000.0

****Key Takeaways:**** - With no users, TooltipCompanion as a standalone tool is worth ~\$200k–\$1M. - Integrated into the Chromium fork browser, strategic sale or fundraising potential rises to \$1M–\$10M even pre-revenue. - Monetization paths (Pro subscriptions, enterprise licensing, SDK licensing) allow scaling ARR from tens of thousands into millions. - At scale, 4–8× ARR multiples imply valuations from low single-digit millions up to \$30M+. Next steps: finalize provisional patents, run pilot demos, and select monetization strategy (Pro, Enterprise, or SDK) before engaging acquirers or investors.