

A faded, light-colored background image of a city skyline, featuring several tall skyscrapers. The text is overlaid on this background.

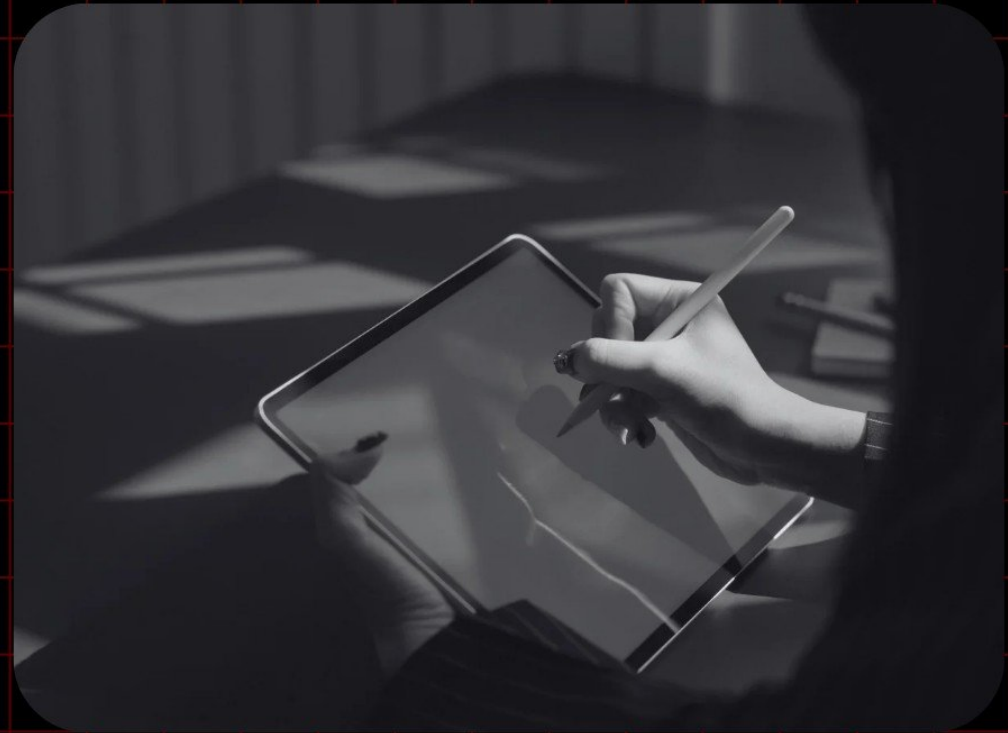
MODELLING A

# Start Up

HYPOTHETICAL  
COMPANY

*Sharwinwagh2002@gmail.com*

# TABLE OF CONTENTS



## 01. .... REVENUE ASSUMPTION

Revenue is assumed from direct-to-consumer sales of the smart wallet at a premium price, driven by functional differentiation and reliability

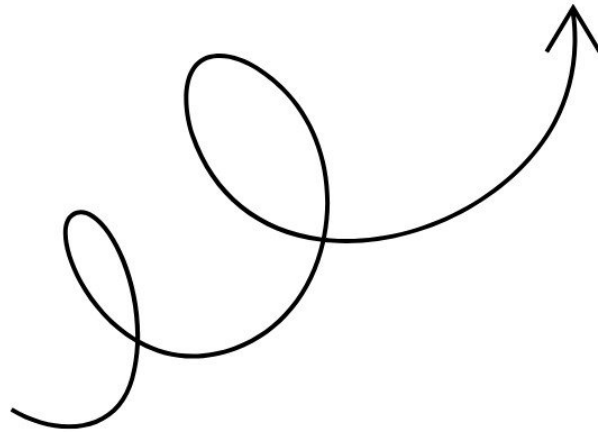
## 02. .... COST ASSUMPTION

Costs include electronic components, materials (leather and fabric), assembly, and basic marketing, estimated on a per-unit production basis.

## 03. .... INCOME STATEMENT

The income statement reflects product sales revenue minus cost of goods sold, operating expenses, and results in net profit or loss from wallet operations.

# **Revenue Assumption**



FINANCIAL MODEL FOR  
START UP

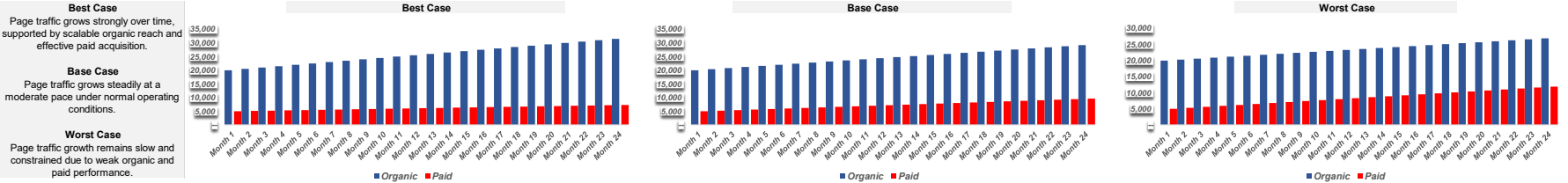
Revenue Assumption

Assumptions		Unit	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
Revenue Assumptions			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
			Best Case																							
Page Traffic	Organic	#	20,000	20,500	21,000	21,500	22,000	22,500	23,000	23,500	24,000	24,500	25,000	25,500	26,000	26,500	27,000	27,500	28,000	28,500	29,000	29,500	30,000	30,500	31,000	31,500
	Paid	#	5,000	5,100	5,200	5,300	5,400	5,500	5,600	5,700	5,800	5,900	6,000	6,100	6,200	6,300	6,400	6,500	6,600	6,700	6,800	6,900	7,000	7,100	7,200	7,300
Total Traffic		#	25,000	25,600	26,200	26,800	27,400	28,000	28,600	29,200	29,800	30,400	31,000	31,600	32,200	32,800	33,400	34,000	34,600	35,200	35,800	36,400	37,000	37,600	38,200	38,800
Conversion Rate	Organic	%	3.0%	3.1%	3.1%	3.1%	3.2%	3.2%	3.2%	3.3%	3.3%	3.3%	3.4%	3.4%	3.4%	3.5%	3.5%	3.5%	3.6%	3.6%	3.6%	3.7%	3.7%	3.7%	3.8%	3.8%
	Paid	%	2.0%	2.1%	2.1%	2.1%	2.2%	2.2%	2.2%	2.3%	2.3%	2.3%	2.4%	2.4%	2.4%	2.5%	2.5%	2.5%	2.6%	2.6%	2.6%	2.7%	2.7%	2.7%	2.8%	2.8%
Average Conversion		%	2.5%	2.6%	2.6%	2.6%	2.7%	2.7%	2.7%	2.8%	2.8%	2.8%	2.9%	2.9%	2.9%	3.0%	3.0%	3.0%	3.1%	3.1%	3.1%	3.2%	3.2%	3.2%	3.3%	3.3%
Orders	Organic	#	600	636	651	667	704	720	736	776	792	809	850	867	884	928	945	963	1,008	1,026	1,044	1,092	1,110	1,129	1,178	1,197
	Paid	#	100	107	109	111	119	121	123	131	133	136	144	146	149	158	160	163	172	174	177	186	189	192	202	204
Total Orders		#	700	743	760	778	823	841	859	907	925	944	994	1,013	1,033	1,085	1,105	1,125	1,180	1,200	1,221	1,278	1,299	1,320	1,380	1,401
Order Details																										
Average Item Value		₹	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 51.00	₹ 51.00	₹ 51.00	₹ 51.00	₹ 51.00	₹ 51.00	₹ 52.00	₹ 52.00	₹ 52.00	₹ 52.00	₹ 52.00	₹ 52.00	₹ 53.00	₹ 53.00	₹ 53.00	₹ 53.00	₹ 53.00	₹ 53.00
# of Items per Order		#	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	3	3	3	3	3	3
Average Order Value		₹	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 51.00	₹ 51.00	₹ 51.00	₹ 51.00	₹ 51.00	₹ 51.00	₹ 52.00	₹ 52.00	₹ 52.00	₹ 52.00	₹ 52.00	₹ 52.00	₹ 53.00	₹ 53.00	₹ 53.00	₹ 53.00	₹ 53.00	₹ 53.00

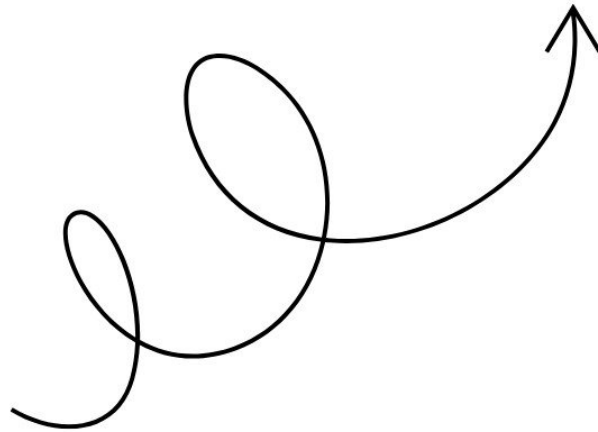
Revenue Assumptions			Base Case																							
Page Traffic	Organic	#	20,000	20,400	20,800	21,200	21,600	22,000	22,400	22,800	23,200	23,600	24,000	24,400	24,800	25,200	25,600	26,000	26,400	26,800	27,200	27,600	28,000	28,400	28,800	29,200
	Paid	#	5,000	5,200	5,400	5,600	5,800	6,000	6,200	6,400	6,600	6,800	7,000	7,200	7,400	7,600	7,800	8,000	8,200	8,400	8,600	8,800	9,000	9,200	9,400	9,600
Total Traffic		#	25,000	25,600	26,200	26,800	27,400	28,000	28,600	29,200	29,800	30,400	31,000	31,600	32,200	32,800	33,400	34,000	34,600	35,200	35,800	36,400	37,000	37,600	38,200	38,800
Conversion Rate	Organic	%	2.0%	2.1%	2.1%	2.1%	2.2%	2.2%	2.2%	2.3%	2.3%	2.3%	2.4%	2.4%	2.4%	2.5%	2.5%	2.5%	2.6%	2.6%	2.6%	2.7%	2.7%	2.7%	2.8%	2.8%
	Paid	%	1.0%	1.1%	1.1%	1.1%	1.2%	1.2%	1.2%	1.3%	1.3%	1.3%	1.4%	1.4%	1.4%	1.5%	1.5%	1.5%	1.6%	1.6%	1.6%	1.7%	1.7%	1.7%	1.8%	1.8%
Average Conversion		%	1.5%	1.6%	1.6%	1.6%	1.7%	1.7%	1.7%	1.8%	1.8%	1.8%	1.9%	1.9%	1.9%	2.0%	2.0%	2.0%	2.1%	2.1%	2.1%	2.2%	2.2%	2.2%	2.3%	2.3%
Orders	Organic	#	400	428	437	445	475	484	493	524	534	543	576	586	595	630	640	650	686	697	707	745	756	767	806	818
	Paid	#	50	57	59	62	70	72	74	83	86	88	98	101	104	114	117	120	131	134	138	150	153	156	169	173
Total Orders		#	450	486	496	507	545	556	567	608	619	631	674	686	699	744	757	770	818	831	845	895	909	923	976	990
Order Details																										
Average Item Value		₹	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00	₹ 102.00
# of Items per Order		#	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2
Average Order Value		₹	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 100.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00	₹ 204.00

Revenue Assumptions			Worst Case																							
Page Traffic	Organic	#	20,000	20,300	20,600	20,900	21,200	21,500	21,800	22,100	22,400	22,700	23,000	23,300	23,600	23,900	24,200	24,500	24,800	25,100	25,400	25,700	26,000	26,300	26,600	26,900
	Paid	#	5,000	5,300	5,600	5,900	6,200	6,500	6,800	7,100	7,400	7,700	8,000	8,300	8,600	8,900	9,200	9,500	9,800	10,100	10,400	10,700	11,000	11,300	11,600	11,900
Total Traffic		#	25,000	25,600	26,200	26,800	27,400	28,000	28,600	29,200	29,800	30,400	31,000	31,600	32,200	32,800	33,400	34,000	34,600	35,200	35,800	36,400	37,000	37,600	38,200	38,800
Conversion Rate	Organic	%	1.5%	1.5%	1.5%	1.5%	1.6%	1.6%	1.6%	1.7%	1.7%	1.7%	1.8%	1.8%	1.8%	1.9%	1.9%	1.9%	2.0%	2.0%	2.0%	2.1%	2.1%	2.1%	2.2%	2.2%
	Paid	%	0.5%	0.6%	0.6%	0.6%	0.7%	0.7%	0.7%	0.8%	0.8%	0.8%	0.9%	0.9%	0.9%	1.0%	1.0%	1.0%	1.1%	1.1%	1.1%	1.2%	1.2%	1.2%	1.3%	1.3%
Average Conversion		%	1.0%	1.1%	1.1%	1.1%	1.2%	1.2%	1.2%	1.3%	1.3%	1.3%	1.4%	1.4%	1.4%	1.5%	1.5%	1.5%	1.6%	1.6%	1.6%	1.7%	1.7%	1.7%	1.8%	1.8%
Orders	Organic	#	300	305	309	314	339	344	349	376	381	386	414	419	425	454	460	466	496	502	508	540	546	552	585	592
	Paid	#	25	32	34	35	43	46	48	57	59	62	72	75	77	89	92	95	108	111	114	128	132	136	151	155
Total Orders		#	325	336	343	349	383	390	396	433	440	448	486	494	502	543	552	561	604	613	622	668	678	688	736	747
Order Details																										
Average Item Value		₹	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00
# of Items per Order		#	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2
Average Order Value		₹	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 50.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 49.00	₹ 98.00	₹ 98.00	₹ 98.00	₹ 98.00	₹ 98.00	₹ 98.00

Page Traffic - Organic / Paid



# **Cost Assumption**



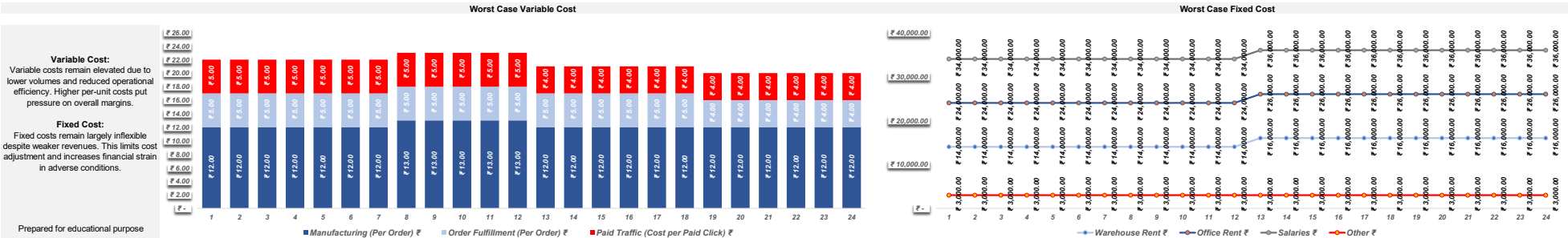
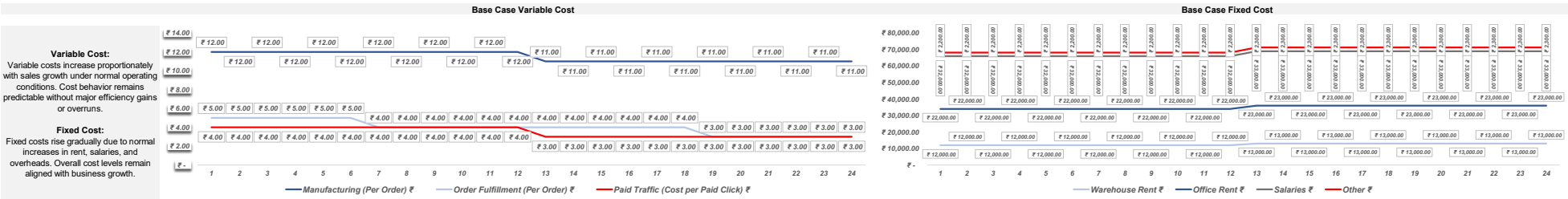
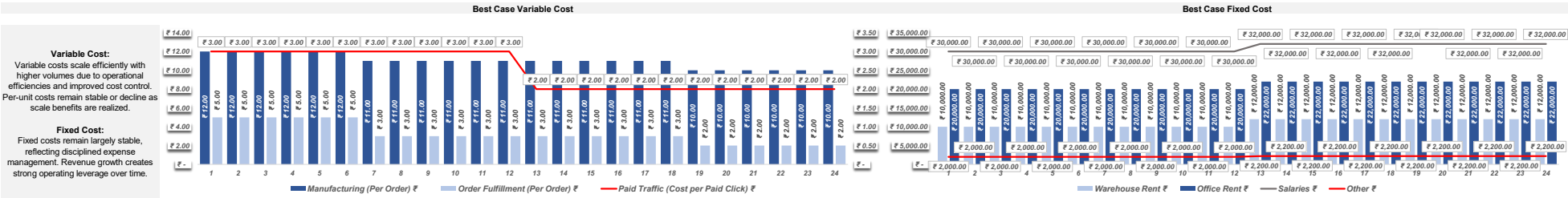
FINANCIAL MODEL FOR  
START UP

Cost Assumption

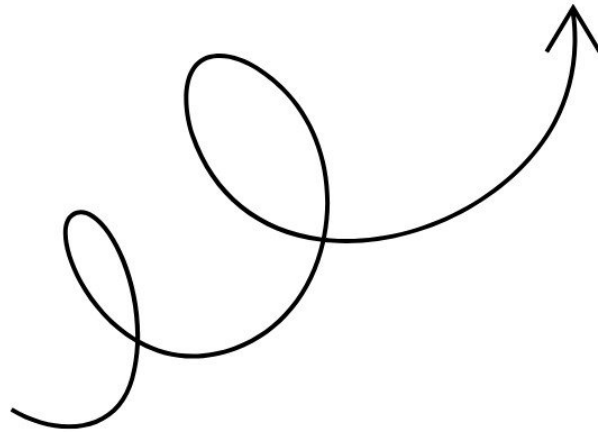
Assumptions	Unit	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Cost Assumptions		Best Case																							
Variable																									
Manufacturing (Per Order)	₹	₹ 12.00	₹ 12.00	₹ 12.00	₹ 12.00	₹ 12.00	₹ 12.00	₹ 12.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 11.00	₹ 10.00	₹ 10.00	₹ 10.00	₹ 10.00	₹ 10.00	₹ 10.00
Order Fulfillment (Per Order)	₹	₹ 5.00	₹ 5.00	₹ 5.00	₹ 5.00	₹ 5.00	₹ 5.00	₹ 5.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00
Paid Traffic (Cost per Paid Click)	₹	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 3.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00	₹ 2.00
Fixed																									
Warehouse Rent	₹	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 10,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00	₹ 12,000.00
Office Rent	₹	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 20,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00	₹ 22,000.00
Salaries	₹	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 30,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00	₹ 32,000.00
Other	₹	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,000.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00	₹ 2,200.00

Cost Assumptions																									
Base Case																									
Variable																									
Manufacturing (Per Order)	₹	₹	12.00	₹	12.00	₹	12.00	₹	12.00	₹	12.00	₹	12.00	₹	12.00	₹	11.00	₹	11.00	₹	11.00	₹	11.00	₹	11.00
Order Fulfillment (Per Order)	₹	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	4.00	₹	4.00	₹	4.00	₹	4.00	₹	3.00	₹	3.00	₹	3.00
Paid Traffic (Cost per Paid Click)	₹	₹	4.00	₹	4.00	₹	4.00	₹	4.00	₹	4.00	₹	4.00	₹	4.00	₹	3.00	₹	3.00	₹	3.00	₹	3.00	₹	3.00
Fixed																									
Warehouse Rent	₹	₹	12,000.00	₹	12,000.00	₹	12,000.00	₹	12,000.00	₹	12,000.00	₹	12,000.00	₹	12,000.00	₹	13,000.00	₹	13,000.00	₹	13,000.00	₹	13,000.00	₹	13,000.00
Office Rent	₹	₹	22,000.00	₹	22,000.00	₹	22,000.00	₹	22,000.00	₹	22,000.00	₹	22,000.00	₹	22,000.00	₹	23,000.00	₹	23,000.00	₹	23,000.00	₹	23,000.00	₹	23,000.00
Salaries	₹	₹	32,000.00	₹	32,000.00	₹	32,000.00	₹	32,000.00	₹	32,000.00	₹	32,000.00	₹	32,000.00	₹	33,000.00	₹	33,000.00	₹	33,000.00	₹	33,000.00	₹	33,000.00
Other	₹	₹	2,200.00	₹	2,200.00	₹	2,200.00	₹	2,200.00	₹	2,200.00	₹	2,200.00	₹	2,300.00	₹	2,300.00	₹	2,300.00	₹	2,300.00	₹	2,300.00	₹	2,300.00
Tax Rate	%		25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%

Cost Assumptions																									
Worst Case																									
Variable																									
Manufacturing (Per Order)	₹	₹	12.00	₹	12.00	₹	12.00	₹	12.00	₹	12.00	₹	12.00	₹	13.00	₹	13.00	₹	12.00	₹	12.00	₹	12.00	₹	12.00
Order Fulfillment (Per Order)	₹	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	4.00	₹	4.00	₹	4.00
Paid Traffic (Cost per Paid Click)	₹	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	5.00	₹	4.00	₹	4.00	₹	4.00	₹	4.00	₹	4.00
Fixed																									
Warehouse Rent	₹	₹	14,000.00	₹	14,000.00	₹	14,000.00	₹	14,000.00	₹	14,000.00	₹	14,000.00	₹	14,000.00	₹	16,000.00	₹	16,000.00	₹	16,000.00	₹	16,000.00	₹	16,000.00
Office Rent	₹	₹	24,000.00	₹	24,000.00	₹	24,000.00	₹	24,000.00	₹	24,000.00	₹	24,000.00	₹	24,000.00	₹	26,000.00	₹	26,000.00	₹	26,000.00	₹	26,000.00	₹	26,000.00
Salaries	₹	₹	34,000.00	₹	34,000.00	₹	34,000.00	₹	34,000.00	₹	34,000.00	₹	34,000.00	₹	34,000.00	₹	36,000.00	₹	36,000.00	₹	36,000.00	₹	36,000.00	₹	36,000.00
Other	₹	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00	₹	3,000.00
Tax Rate	%		25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%

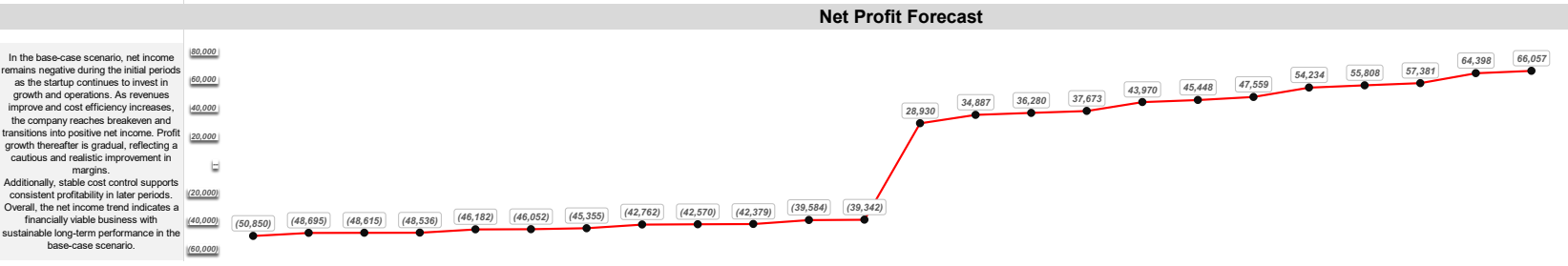
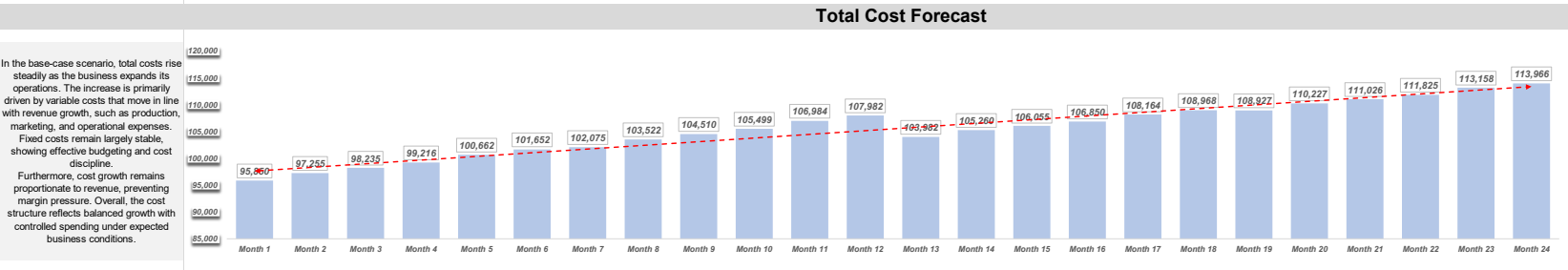
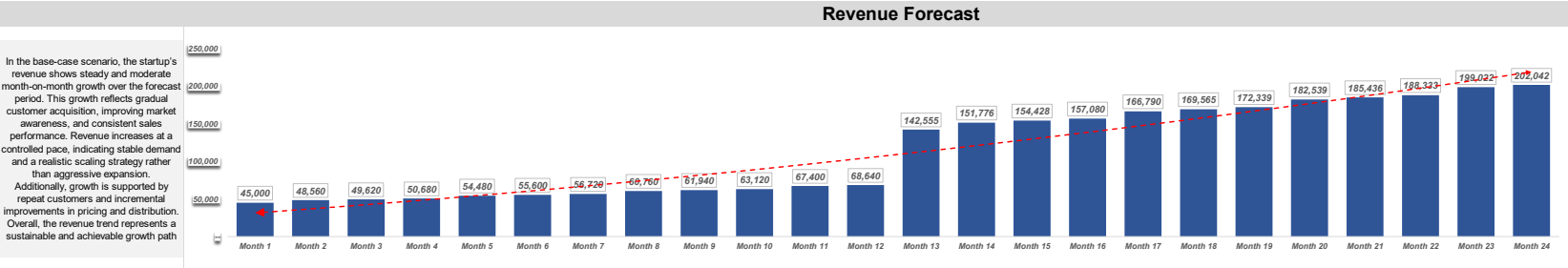


# **Income Statement**





FINANCIAL MODEL FOR START UP										Income Statement															
Assumptions	Unit	Jan-26 Month 1	Feb-26 Month 2	Mar-26 Month 3	Apr-26 Month 4	May-26 Month 5	Jun-26 Month 6	Jul-26 Month 7	Aug-26 Month 8	Sep-26 Month 9	Oct-26 Month 10	Nov-26 Month 11	Dec-26 Month 12	Jan-27 Month 13	Feb-27 Month 14	Mar-27 Month 15	Apr-27 Month 16	May-27 Month 17	Jun-27 Month 18	Jul-27 Month 19	Aug-27 Month 20	Sep-27 Month 21	Oct-27 Month 22	Nov-27 Month 23	Dec-27 Month 24
Income Statement																									
Choose case scenario for better visualization																									
Revenue	₹	45,000	48,560	49,620	50,680	54,480	55,600	56,720	60,760	61,940	63,120	67,400	68,640	142,555	151,776	154,428	157,080	166,790	169,565	172,339	182,539	185,436	188,333	199,022	202,042
COGS	₹	5,400	5,827	5,954	6,082	6,538	6,672	6,806	7,291	7,433	7,574	8,088	8,237	7,687	8,184	8,327	8,470	8,994	9,143	9,293	9,843	9,999	10,155	10,732	10,894
Gross Profit	₹	39,600	42,733	43,666	44,598	47,942	48,928	49,914	53,469	54,507	55,546	59,312	60,403	134,868	143,592	146,101	148,610	157,797	160,422	163,046	172,696	175,437	178,178	188,291	191,147
Gross Profit Margin %	%	88.0%	88.0%	88.0%	88.0%	88.0%	88.0%	88.0%	88.0%	88.0%	88.0%	88.0%	88.0%	94.6%	94.6%	94.6%	94.6%	94.6%	94.6%	94.6%	94.6%	94.6%	94.6%	94.6%	94.6%
Variable Cost																									
Marketing	₹	20,000	20,800	21,600	22,400	23,200	24,000	24,800	25,600	26,400	27,200	28,000	28,800	22,200	22,800	23,400	24,000	24,600	25,200	25,800	26,400	27,000	27,600	28,200	28,800
Fulfillment	₹	2,250	2,428	2,481	2,534	2,724	2,780	2,269	2,430	2,478	2,525	2,696	2,746	2,795	2,976	3,028	3,080	3,270	3,325	2,534	2,684	2,727	2,770	2,927	2,971
Total Variable Cost	₹	22,250	23,228	24,081	24,934	25,924	26,780	27,069	28,030	28,878	29,725	30,696	31,546	24,995	25,776	26,428	27,080	27,870	28,525	28,334	29,084	29,727	30,370	31,127	31,771
Contribution Margin	₹	17,350	19,505	19,585	19,664	22,018	22,148	22,845	25,438	25,630	25,821	28,616	28,858	109,873	117,816	119,673	121,530	129,926	131,897	134,712	143,612	145,710	147,808	157,164	159,376
Contribution Margin %	%	38.6%	40.2%	39.5%	38.8%	40.4%	39.8%	40.3%	41.9%	41.4%	40.9%	42.5%	42.0%	77.1%	77.6%	77.5%	77.4%	77.9%	77.8%	78.2%	78.7%	78.6%	78.5%	79.0%	78.9%
Fixed Cost																									
General & Administrative	₹	66,000	66,000	66,000	66,000	66,000	66,000	66,000	66,000	66,000	66,000	66,000	66,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000
Other	₹	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300	2,300
Total Fixed Cost	₹	68,200	68,200	68,200	68,200	68,200	68,200	68,200	68,200	68,200	68,200	68,200	68,200	71,300	71,300	71,300	71,300	71,300	71,300	71,300	71,300	71,300	71,300	71,300	71,300
Total Cost	₹	95,850	97,255	98,235	99,216	100,662	101,652	102,075	103,522	104,510	105,499	106,984	107,982	103,982	105,260	106,055	106,850	108,164	108,968	108,927	110,227	111,026	111,825	113,158	113,966
EBT	₹	(50,850)	(48,695)	(48,615)	(48,536)	(46,182)	(46,052)	(45,355)	(42,762)	(42,570)	(42,379)	(39,584)	(39,342)	38,573	46,516	48,373	50,230	58,626	60,597	63,412	72,312	74,410	76,508	85,864	88,076
Tax	₹	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	9,643	11,629	12,093	12,558	14,657	15,149	15,853	18,078	18,603	19,127	21,466	22,019
Net Profit	₹	(50,850)	(48,695)	(48,615)	(48,536)	(46,182)	(46,052)	(45,355)	(42,762)	(42,570)	(42,379)	(39,584)	(39,342)	28,930	34,887	36,280	37,673	43,970	45,448	47,559	54,234	55,808	57,381	64,398	66,057



Prepared for educational purpose

This financial model has been created for a hypothetical startup with the objective of understanding how core financial statements are built and how assumptions drive overall business performance. The model is intentionally kept simple and focuses on three key components: revenue assumptions, cost assumptions, and the income statement. All figures used in the model are assumed purely for educational and learning purposes.

Revenue assumptions are derived by estimating basic business drivers such as customer activity and pricing logic, allowing a structured view of how top-line growth could evolve over time. Cost assumptions are divided into variable and fixed costs to clearly understand the operational cost structure and its impact on profitability. These assumptions flow directly into the income statement, which highlights key metrics such as gross profit, operating profit, and net income.

To assess uncertainty and risk, the model incorporates best-case, base-case, and worst-case scenarios. These scenarios help evaluate how changes in revenue and cost behavior can affect financial outcomes. However, for presentation clarity, only the base-case scenario is reflected in the final PDF, as it represents the most realistic and balanced outlook.

Overall, this model demonstrates a foundational approach to financial modeling, emphasizes logical assumption-building, and provides a structured framework for analyzing startup-level financial performance.