

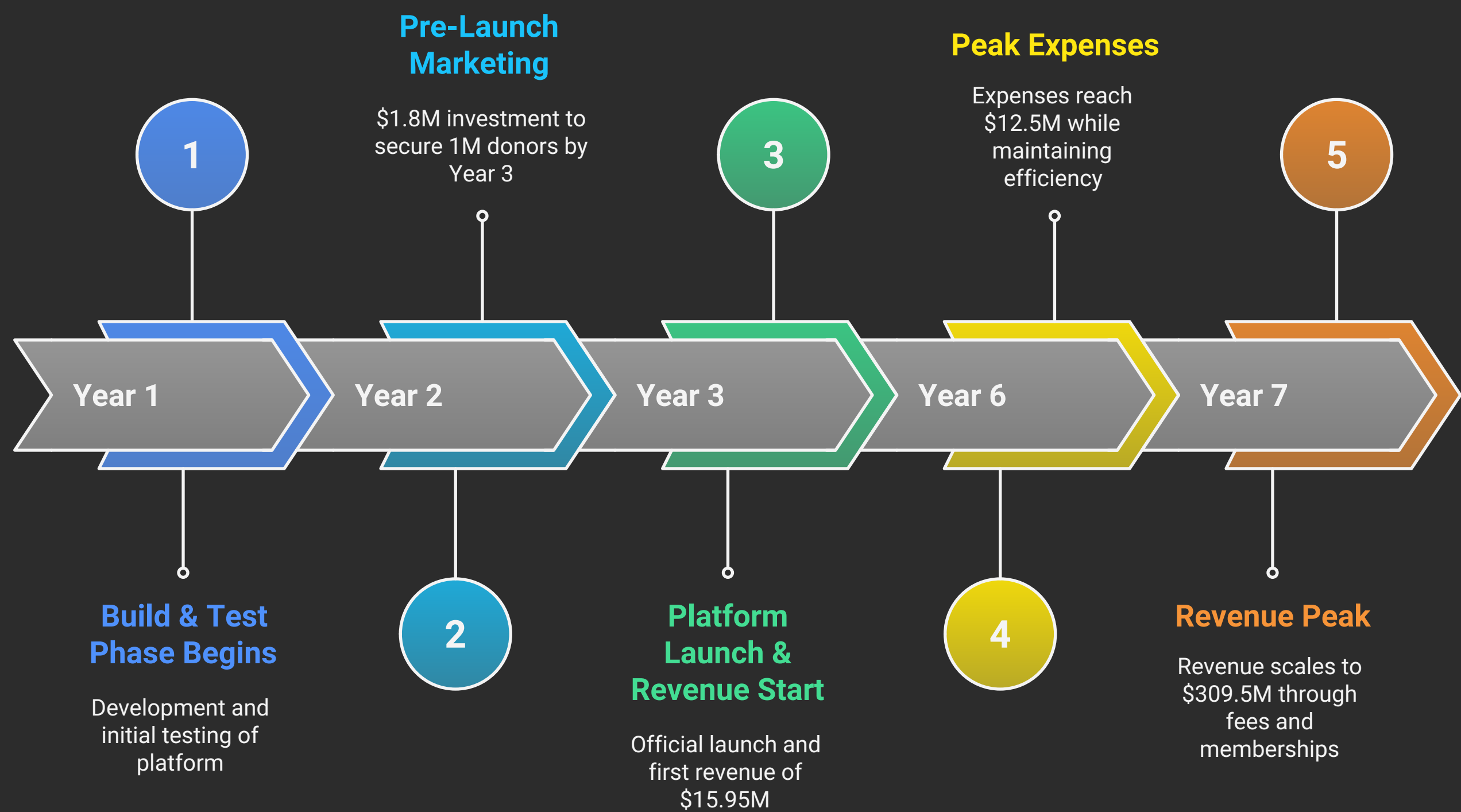
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The Boomerang Cycle Financial Plan

Financial plan Review - Executive Summary

This financial plan outlines Boomerang Cycle’s projected expenses [Years 1-6] and revenue growth [Years 3-7]. A two-year build-and-test phase precedes the launch, with \$1.8M in pre-launch marketing securing 1M donors by Year 3. Revenue scales from \$15.95M [Year 3] to \$309.5M [Year 7] through transaction fees and premium memberships. Expenses rise from \$3.32M [Year 1] to \$12.5M [Year 6] while maintaining lean operational efficiency.

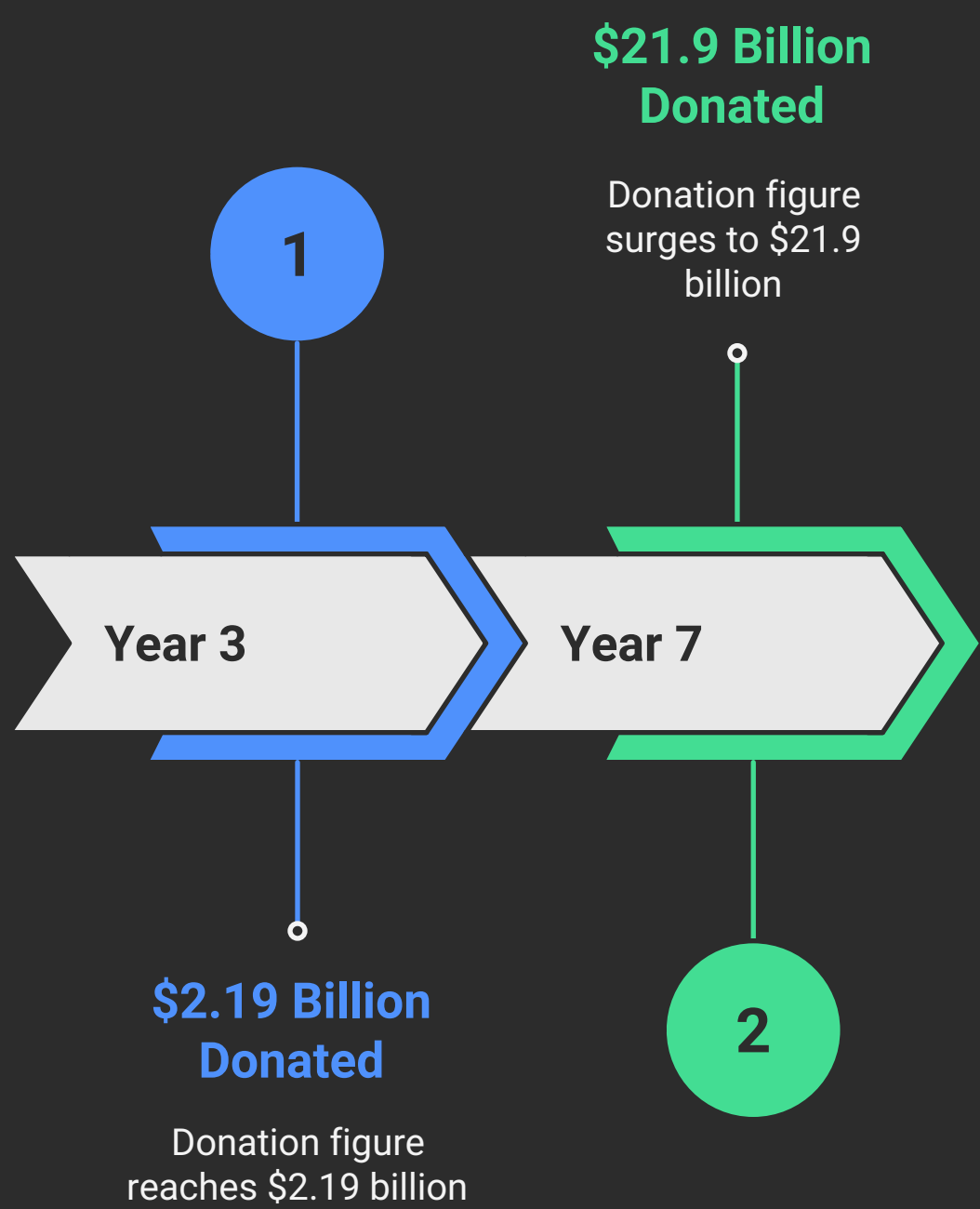
Boomerang Cycle Financial Plan Timeline



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- Donation Amounts
- Year 3: \$2.19 billion
  - Year 7: \$21.9 billion

# Key Donation Milestones in Boomerang Cycle

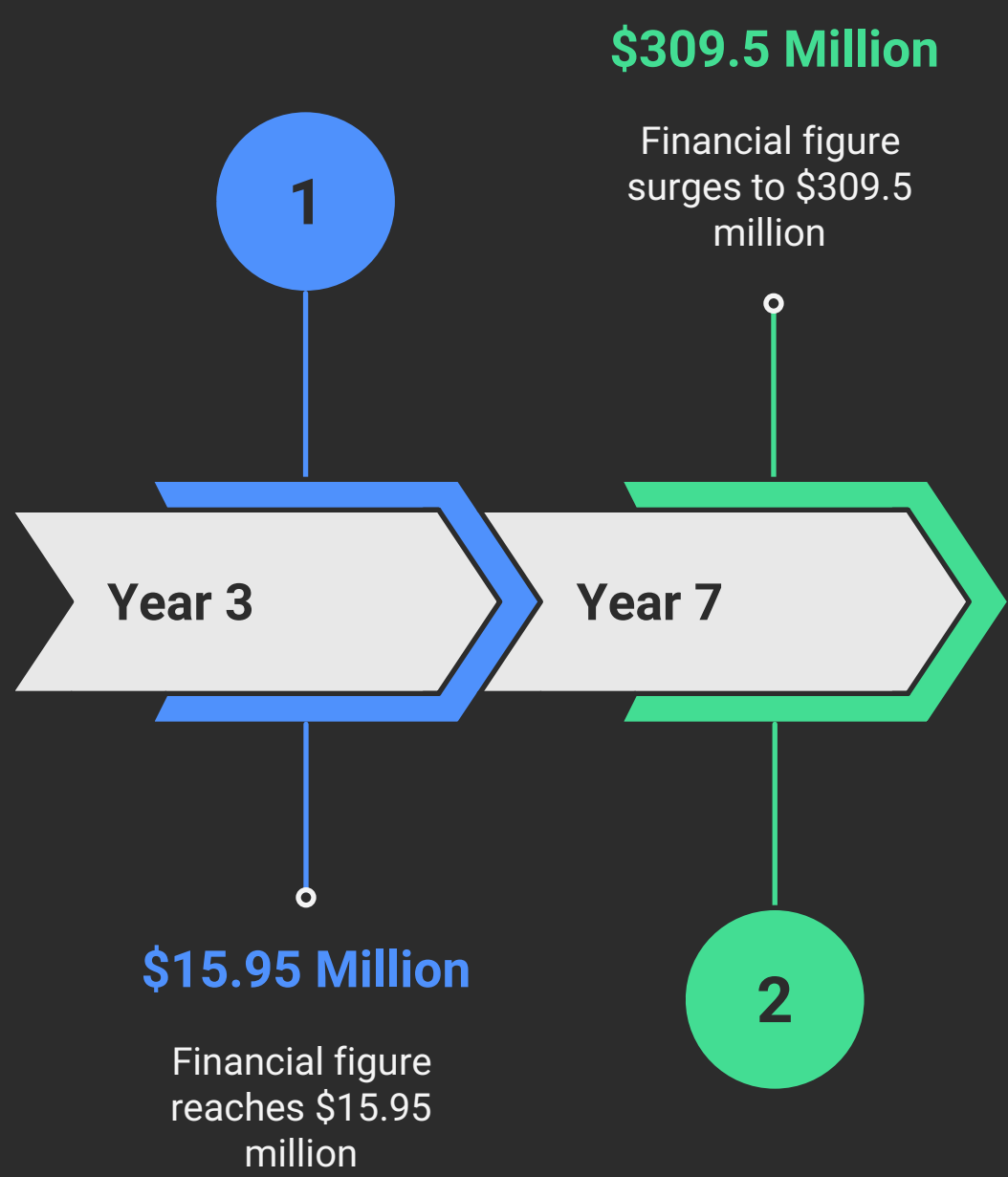


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## Revenue Projections

- **Year 3:** \$15.95 million
- **Year 7:** \$309.5 million

# Key Financial Milestones in Boomerang Cycle

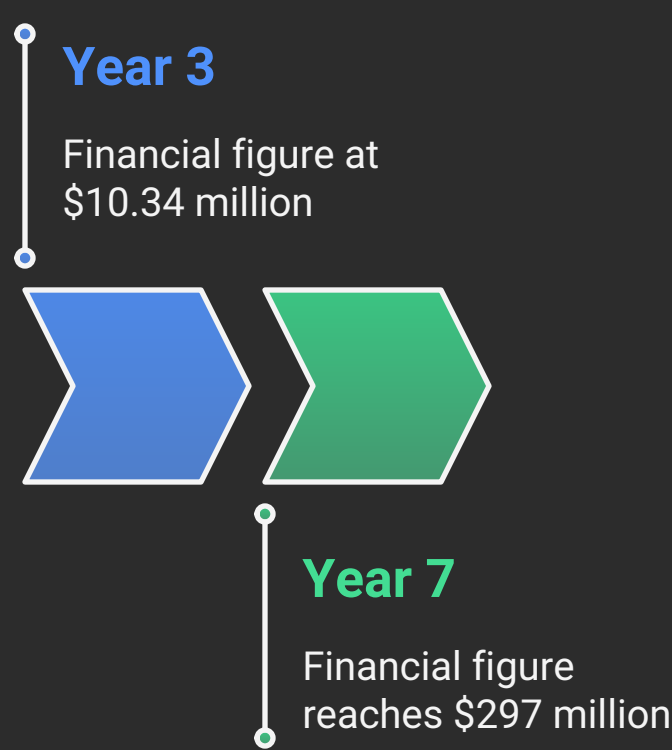


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## Profit Projections

- **Year 3:** \$10.34 million
- **Year 7:** \$297 million

# Financial Growth Timeline: Years 3 to 7

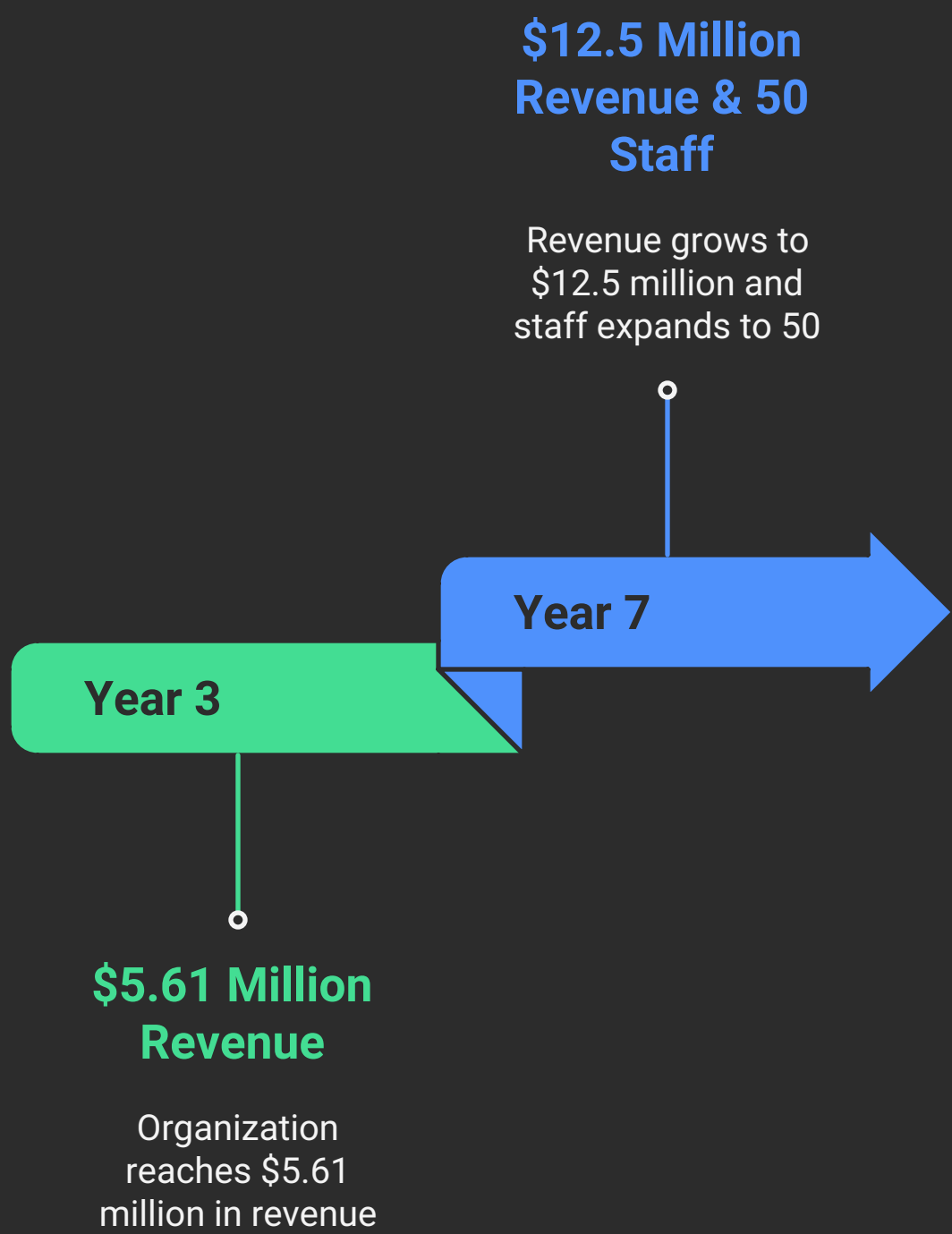


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## Expense Breakdown

- **Year 3:** \$5.61 million
- **Year 7:** \$12.5 million (with 50 staff by Year 7)

# Key Financial Milestones

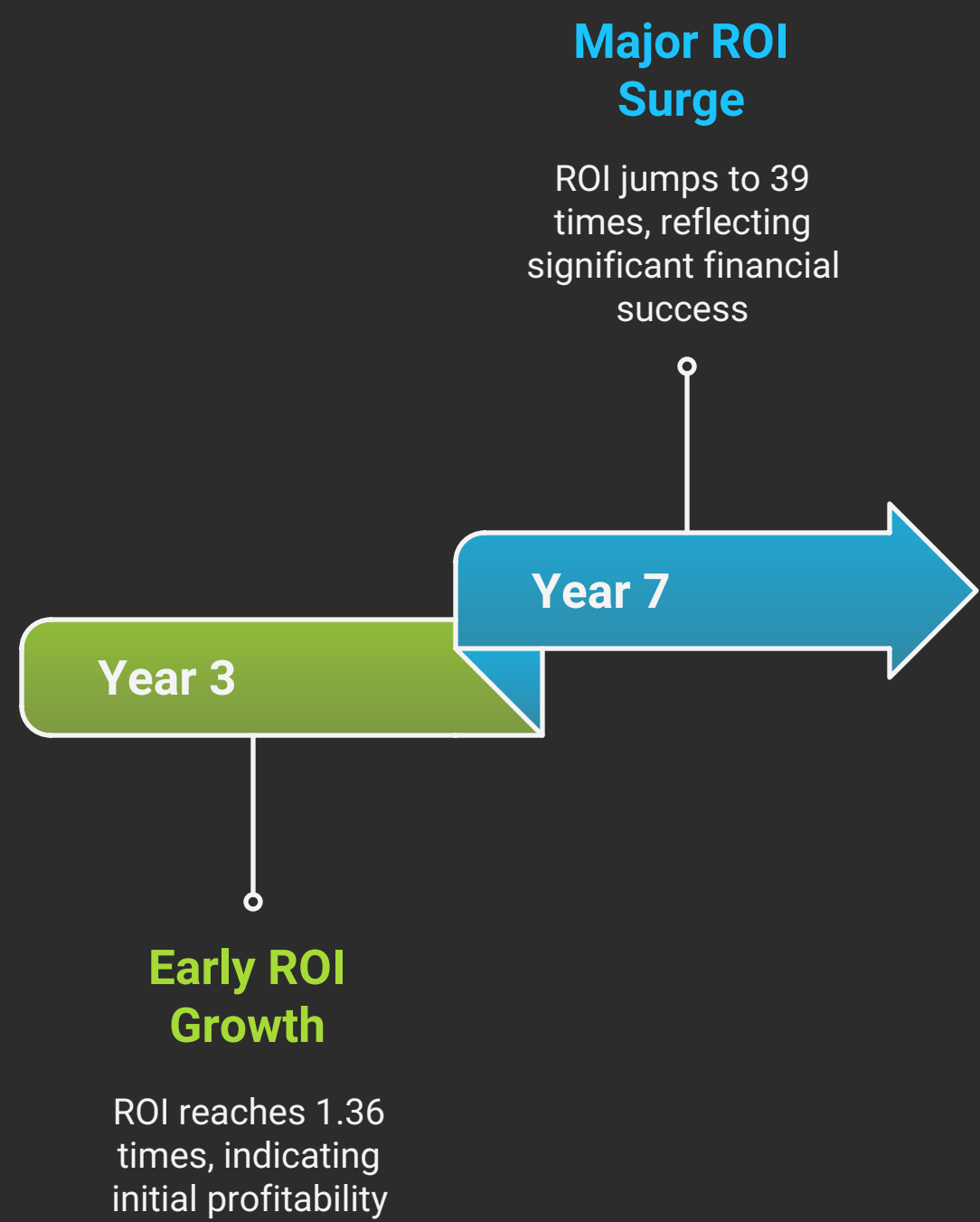


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## Return on Investment (ROI)

- **Year 3:** 1.36x
- **Year 7:** 39x

# Key ROI Milestones in Boomerang Cycle Financial Plan



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## Business Timeline

- **Years 1-2:** Build, test, and pre-launch marketing (no revenue).
- **Year 3:** Pre-launch marketing to reach 1M daily donors; [revenue begins].
- **Years 3-7:** Scale to 10M donors (5-year revenue projection).

# Scaling to 10M Donors: A 7-Year Journey



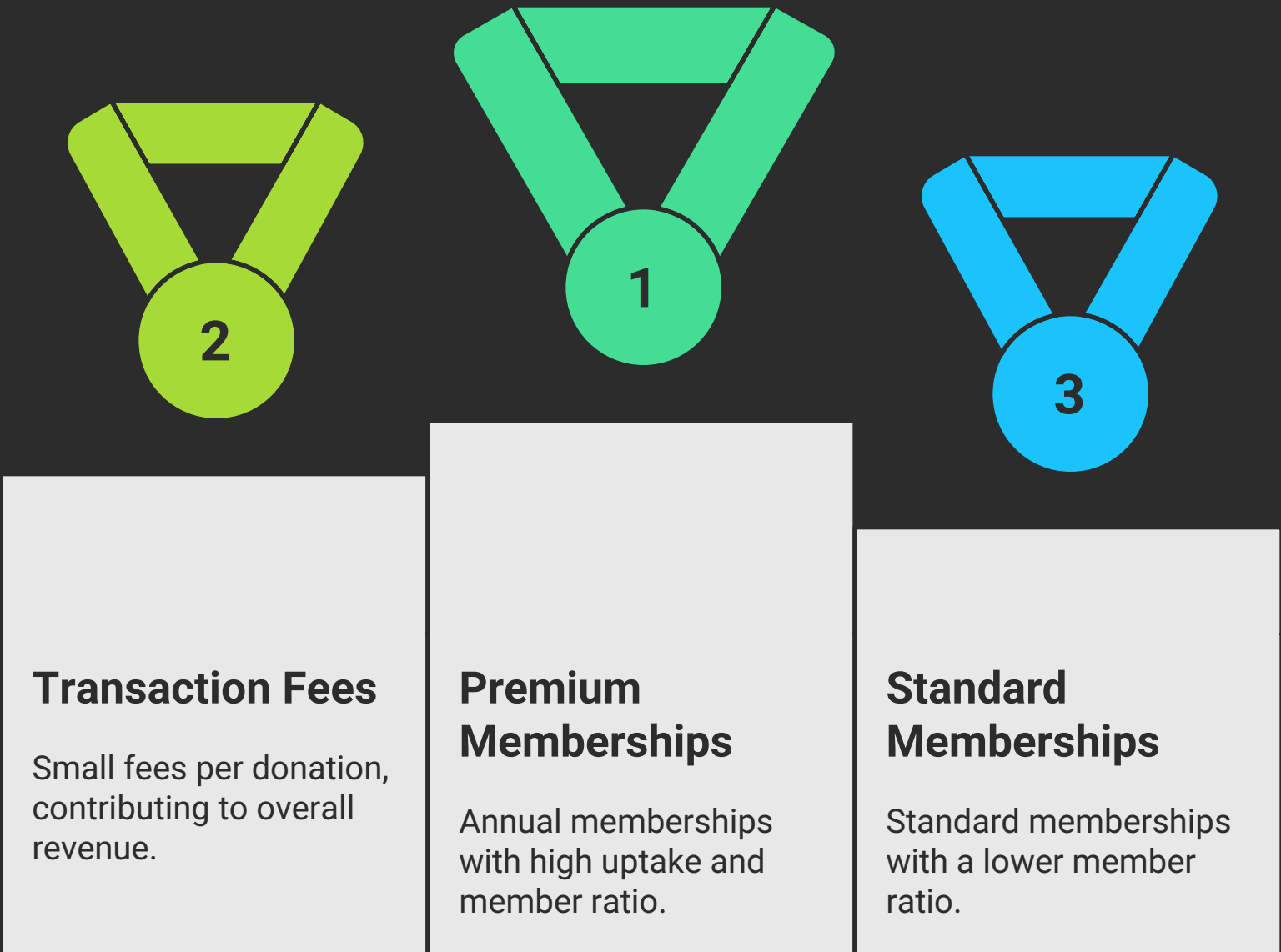
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## Revenue Streams

- **Transaction Fees:** 0.05% per donation [\$0.03 per donation].

members have a 1:50 ratio [vs. 1:231 for standard members].

### Top Revenue Streams

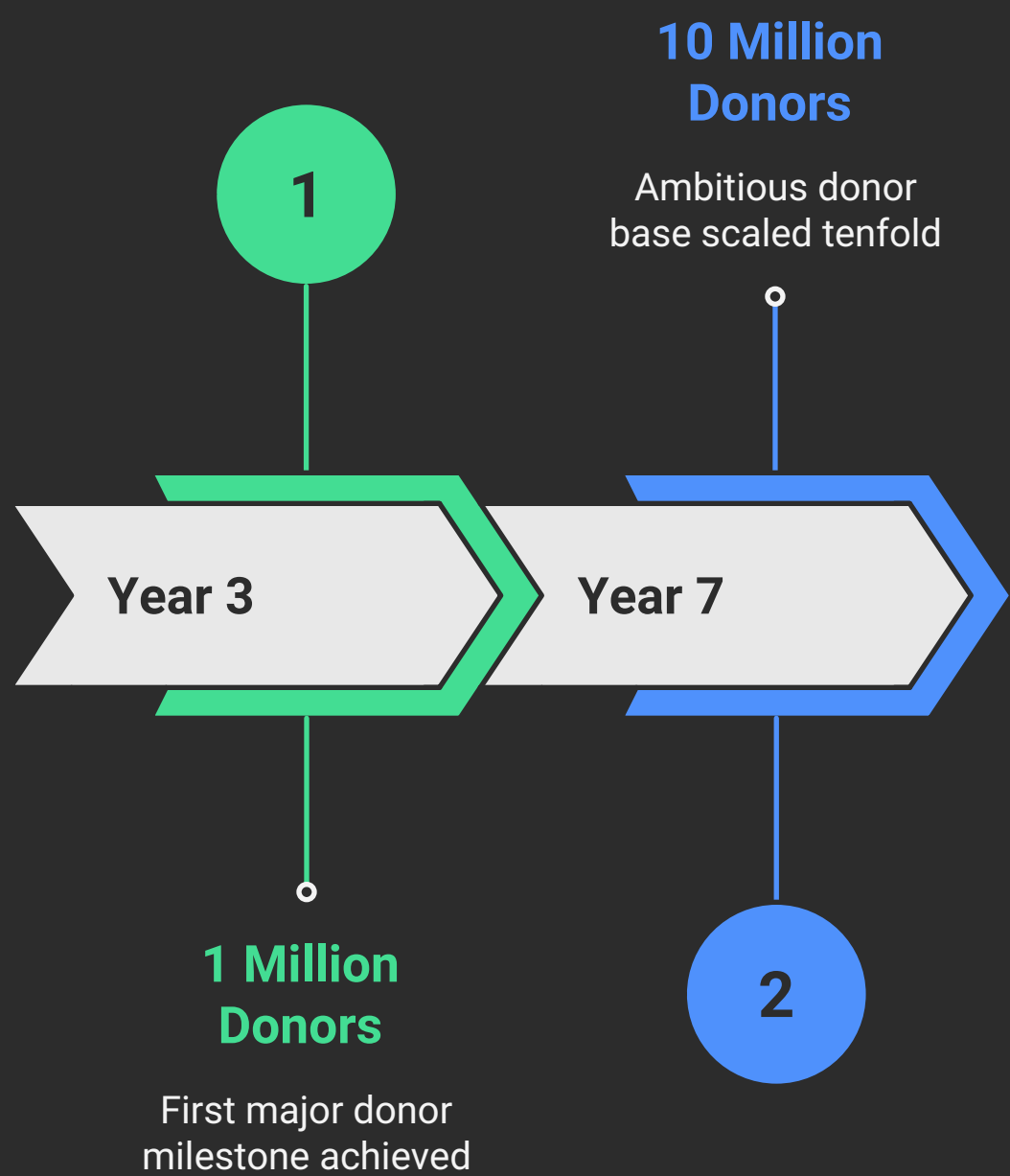


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### Scaling Goal

- **Donors:** 1M [Year 3] → 10M (Year 7)
- **Marketing & Automation:** Key drivers of donor growth

# Boomerang Cycle Donor Growth Milestones

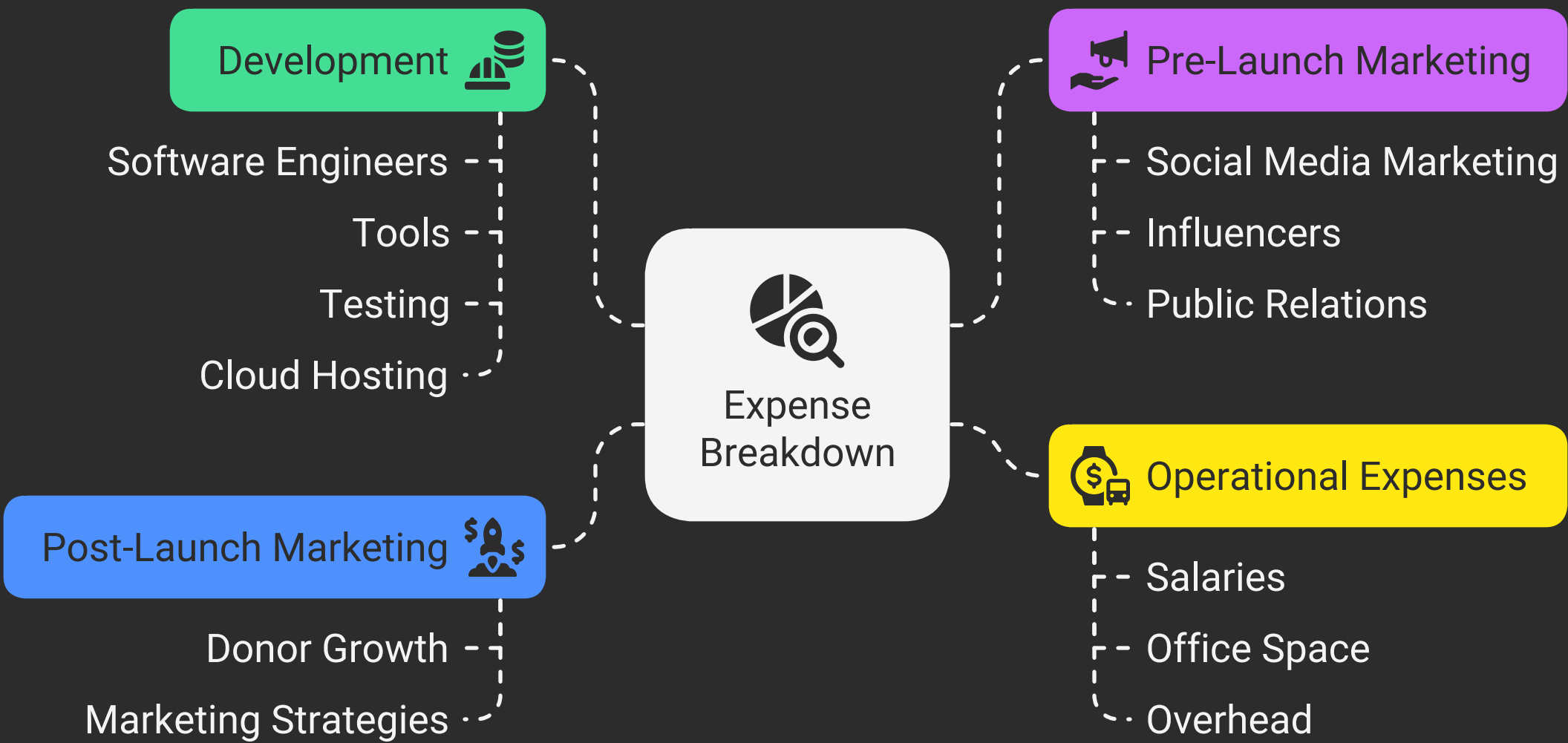


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## Expense Breakdown (Years 1-6)

- **Development:** Software engineers, tools, testing, cloud hosting (AWS setup).
- **Pre-Launch Marketing:** Global campaign (SMM, influencers, PR) to secure 1M donors.
- **Operational Expenses:**
  - **Salaries:** Lean team (5-20 staff initially, scaling to ~50).
  - **Office Space:** Minimal (remote-first, small HQ if needed).
  - **Overhead:** Utilities, food, legal, insurance, miscellaneous.
- **Post-Launch Marketing:** Gradual increase to support donor growth to 10M.

## Boomerang Cycle Financial Plan: Expense Breakdown



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Profitability Projections (Years 1-7)  
Funding Requirements

- **Total Needed:** \$7.59M (Years 1-2 expenses)
- **Revised Funding Target:** \$7.59M seed capital
- **Allocation of Funds:**
  - **Development:** \$3.6M (47%)
  - **Pre-Launch Marketing:** \$1.8M (24%)
  - **Operational (Years 1-2):** \$2.19M (29%)
    - Salaries: \$1.95M
    - Office: \$0.12M
    - Overhead: \$0.12M

Strategic Financial Planning for Growth



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**Disclaimer on Investments and Expenses:** The investments and expenses outlined in this document are estimates based on current assumptions and may vary depending on the country where the Boomerang Cycle is developed; in regions such as China, South Korea, or Eastern Europe, the project can potentially be initiated with a more modest budget, allowing for a flexible timeline and scalability.

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