

Our Financial Assumptions – Revenue

In chapter “Market research”, main competitors are listed and each of them is analysed. We focus on two-top of them and check their statistic about them here:

Helium10:

Helium10 announced that they crossed 1 million active users in 2021. They offer 3 types of subscriptions:

Starter: \$39 / mo and reduced to up to 25% per month when billed annually.

Platinum: \$99 / mo and reduced to up to 25% per month when billed annually.

Diamond: \$279 / mo and reduced to up to 25% per month when billed annually.

All plans are web services and does not include any human training of coaching. Any human interaction is add-on for the services and starting at \$399/mo

Jungle Scout:

Jungle Scout claims that they served more than 600K users during last 7 years. They offer 3 types of subscriptions:

Basic: \$49/mo

Suite: \$69/mo

Professional: \$129/mo

All plans are web services and does not include any human training of coaching. Their live coaching included in a package of \$999

Conclusion:

Expert human coaching is expensive in every platform. AccuPlan reduces this cost, but price is not main competitive advantage. Reducing cost of coaching helps to reduce failure rate of sellers which is a high rate nowadays and this is the innovative core value of AccuPlan.

We offer 3 different subscriptions:

Essential Plan: Free

Basic Account: £10/mo

Professional Account: 20£/mo

These prices are based on extensive market research (refer to competitive research) and financial forecast and analysis of cost of services. Here is the description of each subscription:

Essential Plan - £0: The Essential Plan is a free offering that provides access to basic features of AccuPlan. This includes real-time data on various product categories across multiple e-commerce platforms, and the ability to evaluate and rank each product category using key metrics such as competition, profitability, and demand. This plan is ideal for new entrants in the e-commerce

industry who are looking for a cost-effective way to identify profitable niches and make well-informed business decisions.

Basic Account - £10: The Basic Account extends the features of the Essential Plan by including access to the Business Canvas tool. This tool allows sellers to compare and contrast different product niches based on real-time data and analysis. Additionally, users can ask questions about their chosen niche, gain insights, and test various ideas, each with its own Business Canvas. This plan is suitable for sellers who are ready to take their business to the next level by leveraging data-driven insights.

Professional Account - £20: The Professional Account is the most comprehensive plan, offering continuous support to sellers beyond the initial planning and launch stages. This includes assistance with launch strategies, creating PPCs, writing listing descriptions, conducting keyword research, and more. Users also gain access to the Business Canvas Marketplace, a space where evaluated and confirmed profitable ideas are sold by experienced mentors. This plan is designed for serious sellers who are committed to launching and successfully running their business in the competitive e-commerce landscape.

Customer Number Assumptions:

Free Users Acquisition

The assumption is that there is a direct relation between the amount spent on marketing and the number of free users that join our platform. We maintain a 10% conversion rate for our marketing campaigns, implying that for every £10 spent, we acquire a new free user.

The marketing budget consists of a fixed monthly amount and a percentage of each month's revenue. This budget is divided by 10 to estimate the number of free users each month.

The fixed monthly marketing budget is as follows:

- Year 1: £1000/month
- Years 2 and 3: £5000/month
- Years 4 and 5: £7000/month

We dedicate a fixed monthly budget for marketing, topped by 25% of our net revenue from the previous month, to ensure we reach our target user base. From year 3 onwards, this will reduce to 5% as our marketing needs will be sufficiently funded.

The Logic Behind Our Customer Numbers

The assumptions made by AccuPlan in the financial plan are based on the correlation between our marketing spend and the acquisition of free users. This is a widely accepted principle in digital marketing where a set budget is allocated towards customer acquisition, and the effectiveness of this budget is tracked through metrics like Cost Per Install (CPI).

The article from [Business of Apps](#) provides a detailed breakdown of the cost per install (CPI) for mobile apps across various regions and platforms. The CPI is a useful metric for comparing the

efficiency of different marketing strategies, as it represents the cost incurred to acquire a new user through a specific marketing channel.

The data suggests that the average mobile app CPI varies greatly by region, with North America having the highest average CPI at \$5.28, and Latin America having the lowest at \$0.34. On a global scale, the CPI for iOS apps stands at \$3.6, while for Android apps on the Google Play market it's \$1.22. The CPI for iOS and Android games is \$4.3 and \$1.15 respectively. Finally, the CPI for Facebook Ads in 2019 was \$1.04.

Comparing these figures to the assumptions made by AccuPlan in its financial plan, it appears that AccuPlan's projections are indeed conservative. AccuPlan assumes a 10% conversion rate for their marketing campaigns, meaning that for every £10 (approximately \$13.40 as of 12/26/2023) spent, they acquire a new user. **Even when considering the highest average CPI from the article (\$5.28 for North America), AccuPlan's cost per acquisition is still significantly higher.** This suggests that AccuPlan's marketing budget could potentially yield more users than currently projected, or that the same number of users could be acquired at a lower cost.

Further, AccuPlan's marketing budget includes a fixed monthly amount plus a percentage of each month's revenue. This approach ensures that the marketing budget scales with the company's success and can adjust to changes in the market or in user acquisition costs. The reduction of the percentage of net revenue dedicated to marketing from 25% to 5% in the third year also indicates a belief in achieving a stable user base, reducing the need for aggressive marketing.

In this context, AccuPlan's use of CPI as their key metric is valid and even conservative. By maintaining a higher estimated CPI, they ensure that their financial plan is robust even if actual marketing costs exceed average industry figures. Their approach of allocating a fixed monthly budget for marketing, supplemented by a percentage of net revenue, also allows for scalability as the company grows.

Based on the data provided by Business of Apps, AccuPlan's assumptions in its financial plan seem to be valid and conservative. The company's marketing strategy and budgeting appear to be well thought out, taking into account the costs of user acquisition and the need for scalable marketing efforts. However, it would be beneficial for AccuPlan to continually reassess their CPI and conversion rates, as these figures can vary over time and across different marketing channels.

The Logic Behind Our Marketing Budget

AccuPlan's assumptions about its marketing budget in its financial plan are valid and strategically sound. The plan's structure and progression align with typical practices for new and established companies, reflecting an understanding of the evolving needs of marketing efforts as a firm matures.

In the first two years, AccuPlan allocates 25% of its revenue to marketing, following the report from [Entrepreneur.com](https://www.entrepreneur.com) which suggests that new companies (1-5 years old) should spend 12 to 20% of their gross or projected revenue on marketing. This initial substantial investment is crucial for the company to capture market share and develop brand recognition. As a new player, AccuPlan needs to introduce itself to an audience that has no familiarity with the brand.

From the third year onwards, AccuPlan reduces the marketing budget to a fixed amount plus 5% of the net revenue. This is consistent with the [recommendations](#) for established companies to allocate 6 to 12% of their gross or projected revenue to marketing. As the brand becomes established and gains a share of brand-conscious customers, the expense of capturing new market share decreases significantly.

The fixed monthly marketing budget is an important aspect of AccuPlan's financial plan. It ensures that there is a baseline investment in marketing irrespective of revenue fluctuations. This approach guarantees consistent marketing efforts, which are crucial for maintaining brand visibility and customer engagement. The strategy to top-up this budget with a percentage of net revenue also means that as the company grows and revenue increases, more funds are allocated to marketing, fostering further growth.

The allocation of a percentage of revenue to marketing also shows that AccuPlan is aware of the direct relation between the marketing budget and the number of users that join the platform. This is based on their assumption of maintaining a 10% conversion rate for marketing campaigns, where every £10 spent acquires a new free user.

The marketing budget plan demonstrates that AccuPlan has a clear understanding of the strategic role of marketing in its growth and has planned its budget accordingly.

Conversion of Free Users to Paid Users

Basic Account

We assume that 10% of free users will convert to our basic account (£10/month) in the first two years. From year 3 onwards, we anticipate a dip in conversion rates to 5%.

Professional Account

For the professional account (£20/month), we assume that only 2.5% of free users will convert in the first two years. This number is expected to decrease to 1% from year 3 onwards, due to the niche appeal of this subscription level.

The Logic Behind Our Freemium Conversion Rates

In the context of the freemium business model, AccuPlan's financial plan assumptions seem valid and conservative when compared to real-world data. The freemium model, as explained by Vineet Kumar in the article ["Making 'Freemium' Work"](#), provides basic features at no cost while richer functionality is accessible for a subscription fee. This model allows a new venture to attract a user base without expending resources on costly ad campaigns or a traditional sales force. However, a key challenge with this model is determining the right balance between free and premium features to ensure sufficient conversion rates.

AccuPlan's conversion rate assumption of 10% for basic accounts and 2.5% for professional accounts in the first two years seems conservative, especially when compared to the average conversion rates suggested by UserPilot. According to [UserPilot](#), a 15% paid conversion rate is considered good for SaaS products, and a 30% conversion rate is excellent. Therefore, **AccuPlan's assumption is well below these industry averages, suggesting a conservative approach.**

Furthermore, AccuPlan's assumption that conversion rates will decrease over time also aligns with real-world data. As explained by Kumar, conversion rates typically dip as the user base expands to include more price-sensitive users or users who see less value in the service. Therefore, AccuPlan's

anticipation of a dip in conversion rates from year 3 onwards reflects a realistic understanding of user behavior in the freemium model.

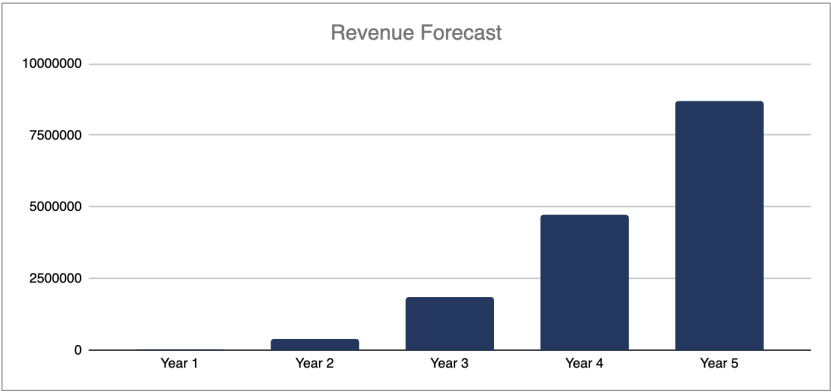
AccuPlan's financial plan assumptions regarding conversion rates are not only valid but also conservative when compared to real-world data. They reflect a realistic understanding of the freemium model and user behavior, ensuring a sustainable and viable business strategy.

Market Potential

Based on market research, there are 2 million SMEs selling on Amazon, with roughly 1.3 million new sellers joining annually. Other marketplaces like eBay, Walmart, Etsy, Shopify, and Wish are also potential platforms for our services.

Despite the presence of competitors like Helium10 and Jungle Scout, our forecast is quite reasonable. By the end of year 3, we aim for 13,504 basic account users and 4,253 professional users, totaling less than 18,000 active users. This is less than 5% of Helium10's customer numbers after 3 years, representing a 0.1% market share.

Here is demonstration of AccuPlan revenue forecast for the first 5 years:



Pricing Assumptions:

Revenue and Competitive Advantage

Our competitive pricing, while not our only advantage, is a significant factor in our value proposition. AccuPlan's pricing strategy is designed to cater to a wide range of e-commerce sellers, offering affordable access to essential market research tools.

Competitor	AccuPlan	Jungle Scout	Helium 10	Viral Launch	AMZFinder
Prices and Services	Essential Plan (Free)	Lite Plan (\$49/month)	Basic Plan (\$39/month)	Launch Basic Plan (\$97/month)	Free Plan (100 reviews/month)
	Basic Account (£10/month)	Professional Plan (\$69/month)	Bronze Plan (\$99/month)	Launch basic account (\$197/month)	Basic Plan (\$49/month)
	Professional Account (£20/month)	Enterprise Plan (\$129/month)	Platinum Plan (\$399/month)	Launch Suite Plan (\$497/month)	basic account (\$99/month)
					Ultimate Plan (\$199/month)

Plans and Pricing

Essential Plan (£0)

Our Essential Plan is a free offering, providing access to basic AccuPlan features. These include real-time data on various product categories across multiple e-commerce platforms and the ability to evaluate and rank each product category using key metrics such as competition, profitability, and demand. This plan is ideal for newcomers to the e-commerce industry, offering a cost-effective way to identify profitable niches and make informed business decisions.

Basic Account (£10)

The Basic Account extends the Essential Plan's features by including access to the Business Canvas tool, allowing sellers to compare and contrast different product niches based on real-time data and analysis. By pricing the Basic Account at £10 per month, we offer a comprehensive range of features and services at a competitive market price point, allowing us to accommodate sellers with varying budget constraints and capture a larger market share. Furthermore, by maintaining this moderate price point, we can accommodate e-commerce sellers operating within a variety of budget restrictions, thereby captivating a larger market share.

Professional Account (£20)

The Professional Account, priced at £20 per month, is our most comprehensive plan. It offers continuous support to sellers beyond the initial planning and launch stages, including assistance with launch strategies, PPC creation, listing descriptions, keyword research, and more. Users also gain access to the Business Canvas Marketplace, where evaluated and confirmed profitable ideas are sold by experienced mentors. This plan competes with more expensive offerings from competitors like JungleScout, Helium 10, Sellics, and Viral Launch, providing significant value for serious sellers committed to success in the competitive e-commerce landscape.

Pricing Strategy

Our pricing assumptions for each plan are based on delivering value to users at different stages of their e-commerce journey while ensuring our business growth. We offer the Essential Plan for free to attract new sellers, allowing them to familiarize themselves with our tools without initial investment.

We've priced the Basic Account at £10 per month, anticipating a steady increase in subscribers as our marketing efforts prove successful and our platform gains traction.

The Professional Account is priced at £20 per month, under the assumption that users will recognize the added value provided by the additional features and services.

Finally, our revenue projections are calculated by multiplying the total number of subscribers by the average subscription fee, assuming consistent subscriber retention.

Revenue Forecasts

Following tables demonstrated our revenue forecast for first 3 years.

Cash Flow Forecast: Year 1													
Month:	1	2	3	4	5	6	7	8	9	10	11	12	Totals
Receipts													
Extension Tools													
New Subscribers						100	100	103	110	121	137	157	
Total Subscribers	0	0	0	0	0	100	200	303	413	534	671	827	
Average Subscription Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
REVENUE	0	0	0	0	0	0	0	0	0	0	0	0	0
Basic Account													
New Subscribers							10	20	30	41	53	67	
Total Subscribers	0	0	0	0	0	0	10	30	60	102	155	222	
Average Subscription Fee	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	
REVENUE	0	0	0	0	0	0	100	300	603	1,015	1,549	2,220	5,786
Professional Account													
New Subscribers								5	8	10	13	17	
Total Subscribers	0	0	0	0	0	0	0	5	13	23	36	53	
Average Subscription Fee	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	
REVENUE	0	0	0	0	0	0	0	100	251	458	724	1,060	2,593
TOTAL REVENUE	0	0	0	0	0	0	100	400	854	1,473	2,273	3,279	8,379

Cash Flow Forecast: Year 2													
Month:	1	2	3	4	5	6	7	8	9	10	11	12	Totals
Receipts													
Extension Tools													
New Subscribers	182	613	651	712	797	909	1,051	1,227	1,442	1,703	2,019	2,398	
Total Subscribers	1,009	1,622	2,273	2,985	3,782	4,691	5,742	6,968	8,410	10,113	12,132	14,530	
Average Subscription Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
REVENUE	0	0	0	0	0	0	0	0	0	0	0	0	0
Basic Account													
New Subscribers	83	101	162	227	299	378	469	574	697	841	1,011	1,213	
Total Subscribers	305	406	568	795	1,094	1,472	1,941	2,515	3,212	4,053	5,064	6,278	
Average Subscription Fee	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	
REVENUE	3,047	4,056	5,679	7,952	10,937	14,719	19,410	25,152	32,120	40,530	50,644	62,776	277,024
Professional Account													
New Subscribers	21	25	41	57	75	95	117	144	174	210	253	303	
Total Subscribers	74	99	139	196	271	365	483	626	801	1,011	1,264	1,567	
Average Subscription Fee	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	
REVENUE	1,473	1,978	2,789	3,926	5,419	7,310	9,655	12,526	16,010	20,215	25,272	31,338	137,912
TOTAL REVENUE	4,520	6,035	8,468	11,878	16,356	22,029	29,065	37,678	48,130	60,746	75,916	94,114	414,936

Cash Flow Forecast: Year 3													
Month:	1	2	3	4	5	6	7	8	9	10	11	12	Totals
Receipts													
Essential Tools													
New Subscribers	2,853	1,004	1,046	1,090	1,137	1,185	1,237	1,290	1,347	1,406	1,468	1,532	
Total Subscribers	17,383	18,387	19,433	20,523	21,659	22,845	24,081	25,371	26,718	28,124	29,591	31,124	
Average Subscription Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
REVENUE	0	0	0	0	0	0	0	0	0	0	0	0	0
Basic Account													
New Subscribers	727	869	919	972	1,026	1,083	1,142	1,204	1,269	1,336	1,406	1,480	
Total Subscribers	6,654	7,147	7,663	8,203	8,768	9,358	9,975	10,620	11,294	11,999	12,735	13,504	
Average Subscription Fee	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	
REVENUE	66,539	71,469	76,629	82,028	87,675	93,580	99,752	106,203	112,944	119,988	127,347	135,036	1,179,191
Professional Account													
New Subscribers	145	174	184	194	205	217	228	241	254	267	281	296	
Total Subscribers	1,712	1,886	2,070	2,264	2,469	2,686	2,914	3,155	3,409	3,676	3,957	4,253	
Average Subscription Fee	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	
REVENUE	34,244	37,721	41,398	45,285	49,389	53,721	58,290	63,106	68,180	73,524	79,149	85,067	689,074
TOTAL REVENUE	100,783	109,190	118,027	127,313	137,064	147,301	158,042	169,309	181,125	193,512	206,496	220,103	1,468,265

Our Financial Assumptions – Expenses

Our financial assumptions have been based on a comprehensive understanding of the various expenses we are likely to encounter as we operate and grow our business. These assumptions have been divided into nine categories, each of which has been carefully considered and calculated.

Salaries

The first of these is salaries. This expense line assumes that there is a team in place to manage the operations of the company. The salary expenditure is assumed to remain constant throughout the year. Salaries are derived from market norms in the UK, with recruitment websites like Indeed and Reed.co.uk serving as reference points for our calculations.

National Insurance and Workplace Pensions

Next, we have National Insurance and Workplace Pensions. These are statutory costs; the calculations are based on UK legislation and this cost is typically a fixed percentage of the salaries.

Office Rental

Office Rental is another significant expense. This expense starts from the first year, and it assumes that a physical office will be required to manage operations as the business grows. We plan to use coworking spaces which are flexible in adding staff. In the first year, we will use 2 seats in a coworking space each costing £200, totaling £400. In the second year, as we start hiring more people, we will get a small office room in a coworking space which costs £1200. By the third year, we will move to a bigger office in a coworking space costing £2000, and by the fourth year, we plan to move into a corporate office in a complex which will cost £4000.

Travel Costs

Travel Costs are expected to come into play from the first month. The travel cost assumption is based on the need for in-person meetings, networking, conferences, etc.

Utilities

As we plan to use coworking spaces, all utility costs are included in the office rental costs.

Software and Licenses, Research & Development Costs, Server Costs

These costs are essential for the running of the platform and have been estimated keeping in mind industry norms and the specific needs of the AccuPlan platform. This cost is estimated based on prices of licences and server cost from Microsoft and Godaddy websites.

Marketing Expenses

Marketing Expenses are calculated based on an average marketing strategy and lean startup strategy. The costs are expected to increase with the revenues (a percentage of revenue added in the plan), as there will be a need to reach out to more potential customers as the business expands. We assume there is a direct relation between the money we spend on marketing and free users that join our platform. Throughout the financial plan, we assume that we keep a %10 conversion rate for our marketing campaigns. That means that we get a free user for every £10 that is spent throughout the 5 years.

We spend a fixed amount of money on marketing and add a percentage of each month's revenue to the marketing budget as well, and we divide the total marketing budget per month by 10 to reach our monthly free user estimation.

The fixed amount of money spent on marketing will be £1000 for the first year, £5000 per month for year 2 and 3, and £7000 monthly for years 4 and 5.

Understanding the value of marketing and its importance in getting our service known to our potential users, we have dedicated a fixed monthly budget for marketing. This budget is topped by 25% of our net revenue from the previous month to ensure we reach our target user base. From the third year onwards, this percentage will be reduced to 5% as our marketing needs will be sufficiently funded.

Insurance, Professional, and Bank fees, Contingency expenses

These costs are estimated based on market norms. It's always prudent to have a buffer for unexpected costs, which is what the contingency expense line is for.

Cash flow

The cash flow forecast assumes that all revenue is received, and all payments are made within the same month. This assumption is made to ensure smooth operations and maintain a healthy cash flow.

Overall benefit and loss:

We've enumerated the projected financial plan for the span of three years below:

Year 1 Receipts:

Total revenue is estimated to reach £8,379, primarily accumulated from subscriptions of Essential, Basic, and Professional Account Plans. Costs of £27,945 are predicted, resulting in a net loss of **£19,566**.

Year 2 Receipts:

We anticipate a substantial increase in total revenue reaching £414,936 owing to raised awareness and adoption of our services. Operational costs are projected to increase to £331,297 contributing to a net profit of **£62,729** after corporation tax.

Year 3 Receipts:

Revenue is expected to significantly escalate to £1,868,265 as our user base expands and more sellers utilize our AI-driven tools and mentorship services. Even with an increase in costs to £686,113, we forecast a net profit of **£886,614** after tax deduction.

Payments															
Salaries	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
National Insurance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Workplace Pensions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Office Rental	400	400	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Utilities															0
Travel Costs	250	250	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Software Costs and Licences	100	100	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Research & Development Costs															2,000
Marketing					1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	8,000
Marketing (From The Revenue)					0	0	25	100	213	368	568	820			2,095
Telephone and Broadband															0
Hardware Maintenance Costs	200	200	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Insurance					80	80	80	80	80	80	80	80	80	80	640
Professional Fees					300	300	300	300	300	300	300	300	300	300	2,400
Sundries and Contingencies	48	48	48	48	129	129	130	134	140	147	157	170			1,327
Bank charges (1% of revenue)	0	0	0	0	0	0	1	4	9	15	23	33			84
Total Payments	998	998	998	998	2,709	2,709	2,736	2,818	2,942	3,110	3,328	3,603			27,945

Payments															
Salaries	8,348	8,348	8,348	8,348	8,348	8,348	8,348	8,348	8,348	8,348	8,348	8,348	8,348	8,348	100,170
National Insurance	1,002	1,002	1,002	1,002	1,002	1,002	1,002	1,002	1,002	1,002	1,002	1,002	1,002	1,002	12,020
Workplace Pensions	250	250	250	250	250	250	250	250	250	250	250	250	250	250	3,005
Office Rental	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Utilities															0
Travel Costs	250	250	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Software Costs and Licences	150	150	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Research & Development Costs	350	350	350	350	350	350	350	350	350	350	350	350	350	350	4,200
Marketing	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Marketing (From the revenue)	1,130	1,509	2,117	2,970	4,089	5,507	7,266	9,419	12,033	15,186	18,979	23,529			103,734
Telephone and Broadband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hardware Maintenance Costs	300	300	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Insurance	120	120	120	120	120	120	120	120	120	120	120	120	120	120	1,440
Professional Fees	350	350	350	350	350	350	350	350	350	350	350	350	350	350	4,200
Sundries and Contingencies	922	941	972	1,014	1,070	1,141	1,229	1,337	1,468	1,625	1,815	2,042			15,578
Bank charges (1% of revenue)	45	60	85	119	164	220	291	377	481	607	759	941			4,149
Total Payments	19,417	19,830	20,493	21,422	22,643	24,189	26,106	28,453	31,301	34,739	38,873	43,832			331,297

Payments															
Salaries	29,988	29,988	29,988	29,988	29,988	29,988	29,988	29,988	29,988	29,988	29,988	29,988	29,988	29,988	359,856
National Insurance	3,599	3,599	3,599	3,599	3,599	3,599	3,599	3,599	3,599	3,599	3,599	3,599	3,599	3,599	43,183
Workplace Pensions	900	900	900	900	900	900	900	900	900	900	900	900	900	900	10,796
Office Rental	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Utilities	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Travel Costs	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Software Costs and Licences	400	400	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Research & Development Costs	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Marketing	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Marketing (From the revenue)	5,039	5,459	5,901	6,366	6,853	7,365	7,902	8,465	9,056	9,676	10,325	11,005			93,413
Telephone and Broadband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hardware Maintenance Costs	700	700	700	700	700	700	700	700	700	700	700	700	700	700	8,400
Insurance	200	200	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Professional Fees	400	400	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Sundries and Contingencies	2,511	2,532	2,554	2,578	2,602	2,628	2,654	2,683	2,712	2,743	2,776	2,810			31,782
Bank charges (1% of revenue)	1,008	1,092	1,180	1,273	1,371	1,473	1,580	1,693	1,811	1,935	2,065	2,201			18,683
Total Payments	53,744	54,270	54,822	55,403	56,012	56,652	57,323	58,027	58,766	59,540	60,352	61,202			686,113

Cash Flow:

The initial investment of £100K is needed to run the business based on all assumptions discussed in revenue and cost forecast. The revenue and cost will be equal in month 18 and cash flow maintain positive with minimum of £21K as a margin. Based on our past experiences, we fully understand that financial and time projections can often deviate from reality. It gets worse when we want to start it in a new country (UK) just after a part of the team's immigration. To mitigate this, we strive to maintain a flexible and agile approach, continually revising and adapting our evaluations and strategies accordingly. This agility allows us to implement necessary adjustments in a timely manner, maintaining the momentum and resilience of our project.

Based on deep insight of co-founders in the business and the situation, we considered the development and marketing much slower and much more expensive than we used to plan in our country.

When it comes to being financially prepared, we have some money set aside for emergencies. Along with our initial investment, we've saved up extra funds over the years. These funds can be used to support our business if we face challenges, helping us stay strong and stable. By planning for unexpected situations, we want to make sure that setbacks or lower-than-expected sales won't seriously harm our project's success.

Cash Flow Forecast: Year 1													
Month:	1	2	3	4	5	6	7	8	9	10	11	12	Totals
TOTAL REVENUE	0	0	0	0	0	0	100	400	854	1,473	2,273	3,279	8,379
Total Payments	998	998	998	998	2,709	2,709	2,736	2,818	2,942	3,110	3,328	3,603	27,945
Cashflow Surplus/Deficit (-)	(998)	(998)	(998)	(998)	(2,709)	(2,709)	(2,636)	(2,418)	(2,088)	(1,638)	(1,055)	(323)	
Opening Cash Balance	100,000	99,003	98,005	97,008	96,010	93,301	90,592	87,956	85,538	83,450	81,812	80,757	
Closing Cash Balance	99,003	98,005	97,008	96,010	93,301	90,592	87,956	85,538	83,450	81,812	80,757	80,434	

Cash Flow Forecast: Year 2													
Month:	1	2	3	4	5	6	7	8	9	10	11	12	Totals
TOTAL REVENUE	4,520	6,035	8,468	11,878	16,356	22,029	29,065	37,678	46,130	60,746	75,916	94,114	414,936
Total Payments	19,417	19,830	20,493	21,422	22,643	24,189	26,106	28,453	31,301	34,739	38,873	43,832	331,297
Hardware Maintenance Costs													
Cashflow Surplus/Deficit (-)	(14,897)	(13,795)	(12,025)	(9,544)	(6,287)	(2,159)	2,959	9,225	16,829	26,007	37,043	50,282	
Opening Cash Balance (plus £2	80,434	65,537	51,741	39,716	30,172	23,886	21,726	24,686	33,911	50,740	76,747	113,790	
Closing Cash Balance	65,537	51,741	39,716	30,172	23,886	21,726	24,686	33,911	50,740	76,747	113,790	164,072	

Cash Flow Forecast: Year 3													
Month:	1	2	3	4	5	6	7	8	9	10	11	12	Totals
TOTAL REVENUE	100,783	109,190	118,027	127,313	137,064	147,301	158,042	169,309	181,125	193,512	206,496	220,103	1,868,265
Total Payments	53,744	54,270	54,822	55,403	56,012	56,652	57,323	58,027	58,766	59,540	60,352	61,202	686,113
Cashflow Surplus/Deficit (-)	47,039	54,920	63,205	71,910	81,052	90,649	100,719	111,282	122,359	133,972	146,145	158,901	
Opening Cash Balance	164,072	211,111	266,031	329,236	401,146	482,198	572,847	673,566	784,848	907,207	1,041,179	1,187,324	
Closing Cash Balance	211,111	266,031	329,236	401,146	482,198	572,847	673,566	784,848	907,207	1,041,179	1,187,324	1,346,225	