

SaaS B2B Financial Model

1 2 3 4 5 6 7 8 9 10 11 12

Income Statement

Revenue												
Active Customers	2	4	6	11	16	21	30	39	48	57	66	75
Net Bookings	40,000	40,000	40,000	100,000	100,000	100,000	180,000	180,000	180,000	180,000	180,000	180,000
Net Revenue (MRR)	3,333	6,667	10,000	18,333	26,667	35,000	50,000	65,000	80,000	95,000	110,000	125,000
Deferred Revenue	(36,667)	(33,333)	(30,000)	(81,667)	(73,333)	(65,000)	(130,000)	(115,000)	(100,000)	(85,000)	(70,000)	(55,000)

Annual Run Rate	40,000	80,000	120,000	220,000	320,000	420,000	600,000	780,000	960,000	1,140,000	1,320,000	1,500,000
LTV: CAC Ratio	4.82	4.82	4.82	4.08	4.08	4.08	3.70	3.70	3.70	3.70	3.70	3.70

COGS

Cloud Services	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Customer Support	4,167	4,167	4,167	4,167	4,167	8,333	8,333	8,333	12,500	12,500	16,667	16,667
Benefits, Taxes, Etc.	1,042	1,042	1,042	1,042	1,042	2,083	2,083	2,083	3,125	3,125	4,167	4,167
Total Customer Support	5,208	5,208	5,208	5,208	5,208	10,417	10,417	10,417	15,625	15,625	20,833	20,833
Gross Margin	(21,875)	(18,542)	(15,208)	(6,875)	1,458	4,583	19,583	34,583	44,375	59,375	69,167	84,167
Gross Margin %	-656%	-278%	-152%	-38%	5%	13%	39%	53%	55%	63%	63%	67%

Operating Expenses

Total Salary Expenses												
Sales	12,500	12,500	12,500	37,500	37,500	37,500	75,000	75,000	75,000	75,000	75,000	75,000
Marketing	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500
Creative	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Technology	208,333	208,333	208,333	208,333	208,333	208,333	208,333	208,333	208,333	208,333	208,333	208,333
Product	53,333	53,333	53,333	53,333	53,333	53,333	53,333	53,333	53,333	53,333	53,333	53,333
Exec / Admin	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250
Bonuses & Commissions	4,000	4,000	4,000	10,000	10,000	10,000	18,000	18,000	18,000	18,000	18,000	18,000
Benefits, Taxes, Etc.	91,729	91,729	91,729	99,479	99,479	99,479	110,854	110,854	110,854	110,854	110,854	110,854
Total Salary Expense	458,646	458,646	458,646	497,396	497,396	497,396	554,271	554,271	554,271	554,271	554,271	554,271

Other Opex

Ad Spend	25,000	25,000	25,000	75,000	75,000	75,000	150,000	150,000	150,000	150,000	150,000	150,000
Other 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
Technology	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
D&A	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389
Misc. Fixed Exp	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Variable Exp % of Bookings	2,000	2,000	2,000	5,000	5,000	5,000	9,000	9,000	9,000	9,000	9,000	9,000
Total Other Opex	148,389	148,389	148,389	201,389	201,389	201,389	280,389	280,389	280,389	280,389	280,389	280,389
Total Opex	607,035	607,035	607,035	698,785	698,785	698,785	834,660	834,660	834,660	834,660	834,660	834,660

Operating Profit	(628,909.72)	(625,576.39)	(622,243.06)	(705,659.72)	(697,326.39)	(694,201.39)	(815,076.39)	(800,076.39)	(790,284.72)	(775,284.72)	(765,493.06)	(750,493.06)
EBIT %	-18867%	-9384%	-6222%	-3849%	-2615%	-1983%	-1630%	-1231%	-988%	-816%	-696%	-600%

Tax Loss Asset	(4,650,576)	(5,276,153)	(5,898,396)	(6,604,056)	(7,301,382)	(7,995,583)	(8,810,660)	(9,610,736)	(10,401,021)	(11,176,306)	(11,941,799)	(12,692,292)
Taxes												
Net Income	(628,909.72)	(625,576.39)	(622,243.06)	(705,659.72)	(697,326.39)	(694,201.39)	(815,076.39)	(800,076.39)	(790,284.72)	(775,284.72)	(765,493.06)	(750,493.06)

Balance Sheet

<u>Assets</u>												
Cash	20,441,646	19,925,792	19,409,938	18,862,333	18,314,729	17,761,917	17,153,229	16,544,542	15,930,646	15,316,750	14,697,646	14,078,542
Fixed Assets	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000
Depreciation	(305,556)	(381,944)	(458,333)	(534,722)	(611,111)	(687,500)	(763,889)	(840,278)	(916,667)	(993,056)	(1,069,444)	(1,145,833)
Net Fixed Assets	2,444,444	2,368,056	2,291,667	2,215,278	2,138,889	2,062,500	1,986,111	1,909,722	1,833,333	1,756,944	1,680,556	1,604,167
Total Assets	22,886,090	22,293,847	21,701,604	21,077,611	20,453,618	19,824,417	19,139,340	18,454,264	17,763,979	17,073,694	16,378,201	15,682,708
<u>Liabilities</u>												
Deferred Revenue	36,667	70,000	100,000	181,667	255,000	320,000	450,000	565,000	665,000	750,000	820,000	875,000
Total Liabilities	36,667	70,000	100,000	181,667	255,000	320,000	450,000	565,000	665,000	750,000	820,000	875,000
<u>Stockholder Equity</u>												
New Financing	27,500,000	27,500,000	27,500,000	27,500,000	27,500,000	27,500,000	27,500,000	27,500,000	27,500,000	27,500,000	27,500,000	27,500,000
Retained Earnings	(4,650,576)	(5,276,153)	(5,898,396)	(6,604,056)	(7,301,382)	(7,995,583)	(8,810,660)	(9,610,736)	(10,401,021)	(11,176,306)	(11,941,799)	(12,692,292)
Total Equity	22,849,424	22,223,847	21,601,604	20,895,944	20,198,618	19,504,417	18,689,340	17,889,264	17,098,979	16,323,694	15,558,201	14,807,708
Balance Check	-	-	-	-	-	-	-	-	-	-	-	-

Cash Flow Statement

<u>Cash from Operations</u>												
Net Income	(628,909.72)	(625,576.39)	(622,243.06)	(705,659.72)	(697,326.39)	(694,201.39)	(815,076.39)	(800,076.39)	(790,284.72)	(775,284.72)	(765,493.06)	(750,493.06)
Net Deferred Rev	36,667	33,333	30,000	81,667	73,333	65,000	130,000	115,000	100,000	85,000	70,000	55,000
Depreciation	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389	76,389
Operating CF	(515,854.17)	(515,854.17)	(515,854.17)	(547,604.17)	(547,604.17)	(552,812.50)	(608,687.50)	(608,687.50)	(613,895.83)	(613,895.83)	(619,104.17)	(619,104.17)
<u>Cash from Investing</u>												
Capex	2,000,000	-	-	-	-	-	-	-	-	-	-	-
<u>Cash from Financing</u>												
New Equity												
Net Cash Flow	(2,515,854)	(515,854)	(515,854)	(547,604)	(547,604)	(552,813)	(608,688)	(608,688)	(613,896)	(613,896)	(619,104)	(619,104)

Assumptions

<u>COGS</u>												
Cloud Services	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
<u>Headcount</u>												
Accounts / Support Rep	20	20	20	20	20	20	20	20	20	20	20	20
Customer Support	1	1	1	1	1	2	2	2	3	3	4	4
Benefits, Taxes, Etc.	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
<u>Operating Expenses</u>												
<u>Headcount</u>												
Sales	2	2	2	6	6	6	12	12	12	12	12	12

[illegible]