



	2024	2025	2026	2027
Unit Economics				
Customer Acquisition Cost	91	91	63	63
**Number of Revenue Generating Users	714	7,764	22,222	58,730
Average Projects Per User	2.8	2.8	3.3	3.3
Average Project Size	\$ 230.00	\$ 230.00	\$ 310.00	\$ 310.00
<i>GMV Revenue</i>	\$ 460,000.00	\$ 5,000,016.00	\$ 22,733,333.33	\$ 60,080,952.38
HUDU Revenue	\$ 92,000.00	\$ 1,000,003.20	\$ 4,546,666.67	\$ 12,016,190.48
Costs of Goods Sold				
Capital Raise	SEED \$ 750,000.00	SEED \$ 1,250,000.00	Series A \$ 10,000,000.00	\$ -
Costs of Goods Sold				
Cloud Cost	\$ 18,400.00	\$ 64,600.00	\$ 155,000.00	\$ 325,000.00
Payment Processing Fees	\$ 13,940.00	\$ 151,522.22	\$ 681,266.67	\$ 1,800,490.48
Total Costs of Revenue	\$ 32,340.00	\$ 216,122.22	\$ 836,266.67	\$ 2,125,490.48
Gross Profit	\$ 59,660.00	\$ 783,880.98	\$ 3,710,400.00	\$ 9,890,700.00
<i>Gross Profit Margin</i>	65%	78%	82%	82%
Operating Expenses				
Personnel				
Chief Executive Officer	\$ 100,000.00	\$ 100,000.00	\$ 120,000.00	\$ 180,000.00
Chief Technology Officer	\$ -	\$ 100,000.00	\$ 120,000.00	\$ 180,000.00
Chief Marketing Officer	\$ -	\$ -	\$ -	\$ 180,000.00
Chief Financial Officer	\$ -	\$ -	\$ -	\$ 180,000.00
Chief Creative Officer		\$ 100,000.00	\$ 120,000.00	\$ 180,000.00
Dev - Web Frontend 1	\$ 28,280.00	\$ 30,300.00	\$ 36,360.00	\$ 48,480.00
Dev - Backend 1	\$ 28,280.00	\$ 30,300.00	\$ 36,360.00	\$ 48,480.00
Dev - Mobile Frontend 1	\$ 24,240.00	\$ 28,280.00	\$ 34,340.00	\$ 48,480.00
Dev - QA 1	\$ 10,100.00	\$ 14,140.00	\$ 20,200.00	\$ 22,220.00
Dev - Backend 2	\$ -	\$ 28,280.00	\$ 30,300.00	\$ 36,360.00
Customer Support (Total)		\$ 16,160.00	\$ 48,480.00	\$ 96,960.00

	2024	2025	2026	2027
Total Personnel Cost	\$ 190,900.00	\$ 447,460.00	\$ 566,040.00	\$ 1,200,980.00
Payroll Tax	\$ 10,499.50	\$ 24,610.30	\$ 31,132.20	\$ 66,053.90
Marketing	\$ 65,000.00	\$ 706,524.00	\$ 1,400,000.00	\$ 3,700,000.00
Legal	\$ 50,000.00	\$ 75,000.00	\$ 100,000.00	\$ 125,000.00
Professional Fees	\$ 10,000.00	\$ 20,000.00	\$ 30,000.00	\$ 30,000.00
Operations (Insurance, Software, etc)	\$ 24,000.00	\$ 48,000.00	\$ 66,000.00	\$ 84,000.00
Travel	\$ -	\$ 2,500.00	\$ 5,000.00	\$ 10,000.00
Other				
Total Operating Expenses	\$ 350,399.50	\$ 1,324,094.30	\$ 2,198,172.20	\$ 5,216,033.90
Operating Income	\$ (290,739.50)	\$ (540,213.32)	\$ 1,512,227.80	\$ 4,674,666.10
Depreciation and Amortization	\$ -	\$ -	\$ -	\$ -
Net Income	\$ (290,739.50)	\$ (540,213.32)	\$ 1,512,227.80	\$ 4,674,666.10
<i>Net Margin</i>	-316%	-54%	33%	39%
Retained Earnings Carried Forward	\$ -	\$ 459,260.50	\$ 1,169,047.18	\$ 12,681,274.98
Investment Capital	\$ 750,000.00	\$ 1,250,000.00	\$ 10,000,000.00	\$ -
<i>Remaining Operating Capital</i>	\$ 459,260.50	\$ 1,169,047.18	\$ 12,681,274.98	\$ 17,355,941.08
Assumptions:				

Take Rate = 20% per project

GMV = Gross Marketplace Volume

Payment Processing Fees

\$0.30 per transaction

2.9% of GMV

**Revenue Generating Users are driven by Customer Acquisition Cost & marketing spend.

This model does not factor in existing users from previous months/years.

No dividends will be paid.

Exit = IPO