## Getting Visitors & Gaining Revenue Walkthrough

## 1.1 Introduction

This "sales summary" tab provides a step-by-step walk through guide to your accompanying; Financial Model Excel Download.

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2023 Sales Summary																			
				2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023				
Fiscal Year				Jan	Feb	2023 Mar			2023 Jun	2023 Jul					2023 Dec				
Fiscal Year				Jan	rep	IVIar	Apr	May	ng Budgets & V		Aug	Sep	Oct	Nov	Dec				
Monthly Marketing Budget Web				4,000	4,100	4,200	4,300	4,650	4,850	5,000	5,250	5,500	6,000	6,250	7,000				
Cost Per Click (CPC)				3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0				
Total CPC Visitors			200	1,333	1,367	1,400	1,433	1,550	1,617	1,667	1,750	1,833	2,000	2,083	2,333				
SEO Visitors			100	800	825	866	900	920	970	980	1.000	1.025	1,050	1.050	1,050				
SEO % Potential			100	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%				
SEO Total				640	660	693	720	736	776	784	800	820	840	840	840				
Monthly Marketing Budget Offlir	ne			7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500				
Total Cost Per Visit (CPV) Offline				600	600	600	600	600	600	600	600	600	600	600	600				
Total Visitors				2573	2627	2693	2753	2886	2993	3051	3150	3253	3440	3523	3773				
									Conversion Rat	es									
Visitors Sales Opportunities				61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%				
Sales Opps Total				1,570	1,602	1,643	1,680	1,760	1,826	1,861	1,922	1,985	2,098	2,149	2,302				
Sales Opps For Free Trial				10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%				
New Free Trial Users				157	160	164	168	176	183	186	192	198	210	215	230				
Sales Opps For Paying Customers				90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%				
Total Sales				1,413	1,442	1,478	1,512	1,584	1,643	1,675	1,729	1,786	1,889	1,934	2,072				
									Products										
Base	Price	135		6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%				
buse	THE	155		85	87	89	91	95	99	100	104	107	113	116	124				
			Sales	11,443	11,681	11,975	12,244	12,834	13,308	13,566	14,008	14,467	15,297	15,668	16,780				
Model	Price	190	buieb	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%				
				85	87	89	91	95	99	100	104	107	113	116	124				
			Sales	16,105	16,439	16,853	17,232	18,062	18,730	19,093	19,715	20,361	21,530	22,051	23,616				
Medium	Price	265		12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%				
				170	173	177	181	190	197	201	208	214	227	232	249				
			Sales	44,926	45,857	47,011	48,068	50,384	52,247	53,259	54,993	56,797	60,056	61,511	65,876				
Enterprise	Price	380		28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%				
				396	404	414	423	444	460	469	484	500	529	542	580				
	-		Sales	150,318	153,433	157,296	160,832	168,582	174,812	178,200	184,003	190,039	200,943	205,811	220,414				
Premium	Price	470		48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%				
				678	692	710	726	761	789	804	830	857	907	928	994				
			Sales	318,719 100%	325,324 100%	333,515 100%	341,012 100%	357,444 100%	370,655	377,838 100%	390,141 100%	402,940	426,059	436,380 100%	467,344 100%				
				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
		_	7 6	ore Financia	le														

Plan marketing budget expenditure to get new customers to view you product or service. Encompass various strategies aimed at promoting products or services, Pay-Per-Click (PPC) and Search Engine Optimization (SEO) standing out as crucial components in today's digital landscape. PPC advertising allows businesses to bid on ad placement in search engine results or on websites, paying a fee only when their ad is clicked. This targeted approach ensures visibility to potential customers actively seeking related offerings. Conversely, SEO focuses on organic visibility, optimizing website content and structure to rank higher in search engine results, driving unpaid traffic. Both PPC and SEO synergize to enhance online presence and attract relevant traffic, ultimately contributing to revenue generation. By strategically combining these tactics, businesses can maximize their online visibility, engage with their target audience effectively, and convert leads into valuable customers, thereby bolstering revenue streams.

Experiment with the tab to see how differing marketing strategies affect visitor streams and how they may affect revenues.

# Finance Model & Financials Walkthrough

## 1.1 Introduction

This document provides a step-by-step walk through guide to your

accompanying; Financial Model Excel Download.

Home Insert Draw Page Layout	Formulas	Data R	eview Viev	v Develope	er Help	Acrobat	Power Pivot									dì S
B C D E	F	G	Н	1	J	К	L	м	N	0	Р	Q	R	S	т	U
Income Statement																
[Company Name]																
Financial Year	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2024	2024	2024 1	otals
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	otuis
Income Statement																
Revenue																
Base	11,443	11,681	11,975	12,244	12,834	13,308	13,566	14,008	14,467	15,297	15,668	16,780	16,780	17,017	17,254	
Model	16,105	16,439	16,853	17,232	18,062	18,730	19,093	19,715	20,361	21,530	22,051	23,616	23,616	23,950	24,283	
Medium	44,926	45,857	47,011	48,068	50,384	52,247	53,259	54,993	56,797	60,056	61,511	65,876	65,876	66,807	67,738	
Enterprise	150,318	153,433	157,296	160,832	168,582	174,812	178,200	184,003	190,039	200,943	205,811	220,414	220,414	223,529	226,645	
Premium	318,719 541.511	325,324 552.734	333,515 566.650	341,012	357,444	370,655	377,838 641.957	390,141	402,940	426,059	436,380	467,344	467,344	473,950	480,555	7 726 00
Total Revenue Total COGS	-32 544	-37.544	-32 544	579,389 -32 544	607,306 -37,544	629,752 -32 544	-32 544	-32,544	-32.544	723,885	741,421	794,029	794,029	805,252	816,475 - 32,544	-390.52
Direct Salaries and Wages	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-379,84
COGS Placeholder 1	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-8,40
COGS Placeholder 2	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-1.50
COGS Placeholder 3	-65	-65	-65	-65	-65	-65	-65	-65	-65	-65	-65	-65	-65	-65	-65	-78
COGS Placeholder 4																
COGS Placeholder 5																
GROSS MARGIN	508,967	520,190	534,106	546,845	574,762	597,208	609,413	630,316	652,060	691,341	708,877	761,485	761,485	772,708	783,931	7,335,57
Variable Expenses																
Placeholder 1	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-41,91
Placeholder 2	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-3,400	-3,400	-3,400	-161,91
Placeholder 3	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	80		8	-5,91
Placeholder 4	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234		100	5		-123,57
Placeholder 5								10		12.1						
Placeholder 6	1.80						1.00			385						
Placeholder 7		-	-		*				-			2		•		
Placeholder 8	200			ā.			100	142	a.	142		a.	14 C		9	
Total Variable Expenses	-28,713	-28,713	-28,713	-28,713	-28,713	-28,713	-28,713	-28,713	-28,713	-28,713	-28,713	-17,479	-6,893	-6,893	-6,893	-333,32
Total Admin Salary and Wages															-45.063	

On the income statement tab you will see your main components of your profit and loss which is total revenue total cost of goods sold, gross margin, total variable expenses, total admin salaries and wages, total fixed expenses, depreciation and amortization.

Interest expense, net profit before tax, your corporate tax and as a result net profit.

Please note that some categories has their own sub-categories so you'll see the utilization for example for fixed expenses, for variable expenses or for example for the revenue the cash flow statement you will see your cash flow broken down by cash flow from operating activities, cash flow from investing activities, and cash flow from financing activities the same information you will see on the cash flow statement

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Cash Flow Statement																
Model Name																
Go to the Table of Contents																
Financial year																
Month	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Tota
Cash Flow Statement																
Cash Flow from Operating Activities																
Cash Receipts	541,511	552,734	566,650	579,389	607,306	629,752	641,957	662,860	684,604	723,885	741,421	794,029	794,029	805,252	816,475	7,726,
Base	11,443	11,681	11,975	12,244	12,834	13,308	13,566	14,008	14,467	15,297	15,668	16,780	16,780	17,017	17,254	
Model	16,105	16,439	16,853	17,232	18,062	18,730	19,093	19,715	20,361	21,530	22,051	23,616	23,616	23,950	24,283	
Medium	44,926	45,857	47,011	48,068	50,384	52,247	53,259	54,993	56,797	60,056	61,511	65,876	65,876	66,807	67,738	
Enterprise	150,318	153,433	157,296	160,832	168,582	174,812	178,200	184,003	190,039	200,943	205,811	220,414	220,414	223,529	226,645	
Premium	318,719	325,324	333,515	341,012	357,444	370,655	377,838	390,141	402,940	426,059	436,380	467,344	467,344	473,950	480,555	
Placeholder 6																
	-200	-200	-200	-200	-200	-200	-200	-200	-200	-200	-200	-200	-200	-200	-200	-2,40
Cash Payments Interest Paid	-90,000	-200	-200	-79,909	-76.546	-73,182	-69.818	-66,455	-63,091	-59,728	-200	-200	-49.637	-46.273	-42,910	-2,40
Corporate Tax Paid	-94,401	-96,645	-99,429	-101,976	-107,560	-112.049	-114,490	-118,671	-123.019	-130,876	-134,383	-147,151	-149,057	-40,275	-153,758	
CASH INFLOW	541.511	552,734	566.650	579,389	607.306	629,752	641.957	662,860	684,604	723.885	741.421	794.029	794.029	805.252	816,475	7,726,
CASH OUTFLOW	-184,601	-183,482	-182.901	-182.086	-184.305	-185.431	-184,508	-185,325	-186.311	-190.803	-190.947	-200.352	-199.105	-197.986	-196,867	
Net Cash Flow from Operating Activities	377,603	369,764	380,897	391.087	413,421	431.378	441.142	457,864	475,260	506,684	520,713	571,787	562,800	571,778	580,756	
Net Cash Flow from Operating Activities (Indirect)	379,314	371,475	382,608	392,798	415,132	433,089	442,853	459,575	476,971	508,395	522,424	573,498	564,250	573,228	582,206	
Cash Flow from Investing Activities																
Fixed Assets Capital Expenditure	450,000															
Placeholder 1																
Net Cash Flow from Investing Activities	450,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Cash Flow from Financing Activities																
Debt Drawdowns	-450,000															
Placeholder 1																
Placeholder 2																
Placeholder 3																
Debt Repayments		-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-634,9
Placeholder 1																
Ordinary Equity Raisings																
Placeholder 1																
Ordinary Equity Buybacks																

The balance sheet will show you the breakdown of your current assets, non-current assets, current liabilities, non-current liabilities and equity by its sub-categories.

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Balance Sheet																	
[Company Name]																	
Financial Year	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2024	2024	2024		
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Totals	
										100		10000					
Balance Sheet																	
Current Assets																	
Cash	356,910	709,344	1,076,275	1,456,760	1,862,943	2,290,446	2,731,076	3,191,793	3,673,269	4,189,532	4,723,189	5,300,048	5,882,518	6,477,330	7,084,483		
Accounts Receivable				-		2								28	2		
Inventory																	
Total Current Assets	356,910	709,344	1,076,275	1,456,760	1,862,943	2,290,446	2,731,076	3,191,793	3,673,269	4,189,532	4,723,189	5,300,048	5,882,518	6,477,330	7,084,483	31,561,586	
Non-Current Assets																	
Assets Closing Net Book Value	451,711	453,422	455,133	456,844	458,555	460,266	461,977	463,688	465,399	467,110	468,821	470,532	471,982	473,432	474,882		
CAPEX Prepayment																	
Fixed Assets	451,711	453,422	455,133	456,844	458,555	460,266	461,977	463,688	465,399	467,110	468,821	470,532	471,982	473,432	474,882		
Total Non-Current Assets	451,711	453,422	455,133	456,844	458,555	460,266	461,977	463,688	465,399	467,110	468,821	470,532	471,982	473,432	474,882	5,533,458	
Total Assets	808,621	1,162,766	1,531,408	1,913,604	2,321,498	2,750,712	3,193,053	3,655,481	4,138,668	4,656,642	5,192,010	5,770,580	6,354,500	6,950,762	7,559,365	37,095,044	
Current Liabilities																	
CAPEX Payable																	
Accounts Payable Corporate Tax Payable	-94,401	00.045	-99,429	101.076	107.560	112.040	-114,490	110 671	122.010	100.076	124.202	147 151	140.269	151 510	-153,758		
Total Current Liabilities	-94,401	-96,645 -96,645		-101,976		-112,049	-114,490		-123,019	-130,876 -130,876	-134,383	-147,151	-149,268			1 390 650	
Non-Current Liabilities	-94,401	-90,045	-99,429	-101,976	-107,560	-112,049	-114,490	-118,671	-125,019	-130,876	-134,365	-147,131	-149,208	-191,919	-155,/56	-1,380,650	
Debt	-450.000	-433.182	-416.364	-399.546	-382.728	-365.910	-349.092	-332.274	-315,456	-298.638	-281.820	-265.002	-248.184	-231.366	-214.548	-4.290.012	
DEDL	-450,000	-435,162	-410,504	-335,540	- 302,720	-303,910	-345,052	-332,274	-515,450	-230,030	-201,020	-205,002	-240,104	-231,300	-214,540	-4,250,012	
Other Non-Current Liabilities																	
Placeholder																	
<b>Total Non-Current Liabilities</b>	-450,000	-433,182	-416,364	-399,546	-382,728	-365,910	-349,092	-332,274	-315,456	-298,638	-281,820	-265,002	-248,184	-231,366	-214,548		
Total Liabilities	-544,401	-529,827	-515,793	-501,522	-490,288	-477,959	-463,582	-450,945	-438,475	-429,514		-412,153	-397,452	-382,879	-368,306		
Net Assets	264,220	632,939	1,015,616	1,412,082	1,831,210	2,272,753	2,729,471	3,204,536	3,700,192	4,227,129	4,775,807	5,358,427	5,957,047	6,567,883	7,191,060	31,424,382	
Ordinary Equity																	
Retained Profits	264,220	632,939	1,015,616	1,412,082	1,831,210	2,272,753	2,729,471	3,204,536	3,700,192	4,227,129	4,775,807	5,358,427	5,957,047	6,567,883	7,191,060		
Total Equity	264,220	632,939	1,015,616	1,412,082	1,831,210	2,272,753	2,729,471	3,204,536	3,700,192	4,227,129	4,775,807	5,358,427	5,957,047	6,567,883	7,191,060		
Total Error Checks Result																	
Alert Check (Negative Cash)																	
> 2023 Sales Summary IS 20	023 CF 20		2023 Sta		immary 202		Sales Sum		2024 C	F 2024	BS 2024		s Summary		2025 Sales S		

The summary of these three statements you'll find on the "statement summary" tab (1 For Each Year) on the top you have the income statement which is broken done into 5 years and the selected which you can view here.

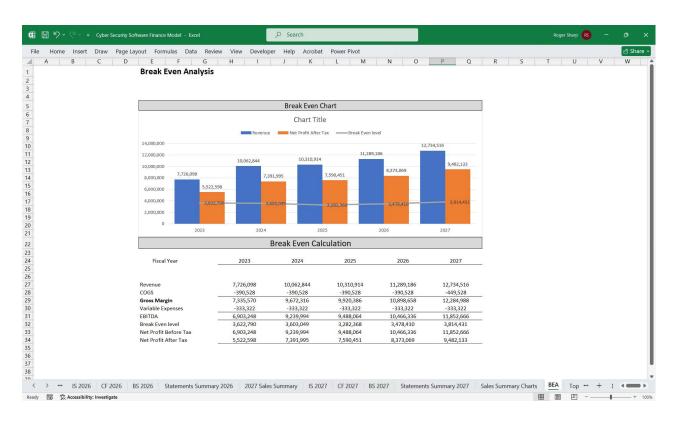


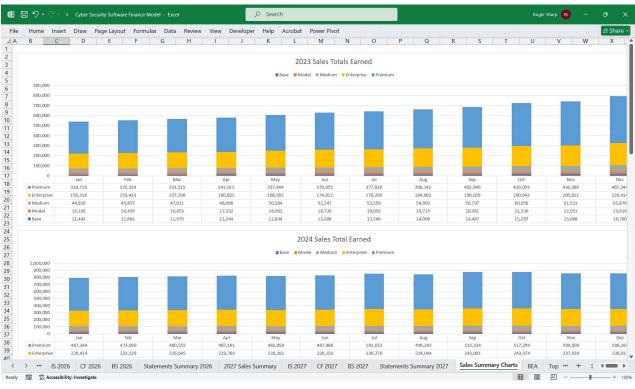
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B C	D	E F	G	н	I J		L	M	N	0	Р	Q	F		S	Т	U	V
BIT		4,045 800,54	823,751	934,649	1,049,401	470,293	481,516				558,534	570,73			13,386	652,667	670,203	734,04
Net Interest Expense		3,000 -12,63		0	0	-90000	-86636	-83273			-73182	-69818			53091	-59728	-56364	-5300
Net Profit Before Tax		5,756 802,39	and the second second	936,405	1,051,201	472,004	483,227	497,14			560,245	572,45			15,097	654,378	671,914	735,7
Fax Expense		7,151 -160,4		-187,281	-187,281	-94,401	-96,645	-99,429			-112,049	-114,49			23,019	-130,876	-134,383	-147,1
Net Profit After Tax		8,605 641,91		749,124	840,961	377,603	386,582				448,196	457,96			92,078	523,502	537,531	588,6
Net Profit After Tax %	74	.13% 74.58	% 74.70%	75.31%	75.40%	69.73%	69.94%	70.19%	70.40	% 70.84%	71.17%	71.349	6 71.6	51% 7	1.88%	72.32%	72.50%	74.13
ncome Statement 5 '	lears to Decem	ber 2027								Incom	e Statemen	t Summer	r 2023					
1,200,00	D						900,000											
1,000,00	0			-			800,000											-
1,000,00							700,000								-			_
800,00							600,000		10.00									-
							500,000	-	-					-				
600,00	0						400,000											
400.00	0						300,000											
							200.000											
200,00	0						100,000											
	0						100,000											
	2023	2024	2025	2026	2027		0	Jan	Feb	Mar Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	794,029	860,666	880,113	994,678	1,115,374	Reveni	16	541,511	552,734 5	66,650 579,38	9 607,306	629,752	641,957	662,860	684,60	723,885	741,421	794,029
EBITDA	735,756	802,393	821,840	936,405	1,051,201	EBITDA	( )	472,004	483,227 4	97,143 509,88		560,245	572,450	593,353	615,09			735,756
-B-Net Profit After 1	ax 588,605	641,914	657,472	749,124	840,961	-Net Pro	ofit After Tax	377,603	386,582 3	97,715 407,90	5 430,239	448,196	457,960	474,682	492,07	78 523,502	537,531	588,605
Balance Sheet 5 Years	to December 2	2027									Balance Sh	eet 2023						
/ear Ending		023 2024		2026	2027	Jan	Feb	Mar	Apr		Jun	Jul	Au		Sep	Oct	Nov	Dee
Current Assets		00,048 12,937,0			40,151,893	356,910	709,344	1,076,27							73,269			
Non-Current Assets		0,532 488,33		531,018	552,400	451,711	453,422	455,13			460,266	461,97			55,399	467,110	468,821	470,5
Fotal Assets		70,580 13,425,3			40,704,293	808,621	1,162,766								38,668	4,656,642	5,192,010	
Current Liabilities		7,151 -160,4		-187,281	-210,240		-96,645	-99,429			-112,049	-114,49			23,019	-130,876	-134,383	-147,1
Non-Current Liabilties		5,002 -63,18		0	0	-450,000	-433,182				-365,910	-349,09			15,456	-298,638	-281,820	-265,0
Fotal Liabilities		2,153 -223,6		-187,281	-210,240	-544,401	-529,827				-477,959	-463,58			38,475	-429,514	-416,203	-412,:
Net Assets		58,427 13,201,			40,494,053	264,220	632,939	1,015,61							00,192		4,775,807	
Net Current Assets	5,31	00,048 12,937,0	033 21,347,934	29,790,310	40,151,893	356,910	709,344	1,076,27	1,456,7	60 1,862,943	2,290,446	2,/31,0	/0 3,191	1,793 3,6	0/3,269	4,189,532	4,/23,189	5,300,0
Ordinary Equity		0 0	-	-	0		-	-	-	(m)	-	-	-		-	-	-	-
Other Equity Retained Profits	<b>C</b> 24	-	0 701 21.693.047	-	40,494,053	264,220	632,939	1.015.61	.6 1.412.0	82 1.831.210	2 272 752	2 720 4	71 2 204	1626 2.7	- 102	4,227,129	4 775 907	6 260
Fotal Equity			701 21,693,047 701 21,693,047		40,494,053	264,220	632,939			82 1,831,210 82 1,831,210								
		1007									Balance Sh							
Balance Sheet 5 Years																		

Income statements are also broken down into 5 year key metrics, you can also view this same information in charts.

You will also notice in all three statements that tax rates have been set with a formula ="Cell"\*0.20 = to 20 Percent You can of course edit these cells (and any other cell you wish to edit. Here some example tax rates you may wish to use ="Cell"\*0.10 = 10 Percent ="Cell"\*0.05 = 5 Percent

#### Break Even Analysis Tab with Key Performance Metrics





### Total Revenue in chart format

And the "Salary Assumptions" helps you easily keep track of employee expenses, and there effects on overall revenue.

B C D E F G Salarles Assumptions Department Admin Developers Junior Developers Business Analyst CfM Architect CfM Developer Support CfM Developer Forgiet Manager Junior Cheveloper CfM Architect2	H 2023 2 50,000 9 65,000 6 225,000 1 45,000 1 45,000 1 45,000 1 37,000 1 37,000	2 27 6 1 1	2024 50,000 65,500 25,000 46,000 45,000	2 29 6	. M mber Of Employees a 2025 50,000 70,000 25,000	3 30	2026 50,000 73,000	3 45	2027 50,000
Number Of Employees           Department           Admin           Developers           Junior Developers           Business Analyst           CFM Architect           CFM Developer           Junior CRM Developer           Support CRM Developer           Support CRM Developer           Support CRM Developer	2 50,000 9 65,000 6 25,000 1 45,000 1 45,000 1 40,000 1 37,000	27 6 1 1 1	50,000 65,500 25,000 46,000	2 29	2025 50,000 70,000	3 30	50,000	-	50,000
Number Of Employees           Department           Admin           Developers           Junior Developers           Business Analyst           CRM Architect           CRM Developer           Junior CRM Developer           Support CRM Developer           Support CRM Developer           Support CRM Developer	2 50,000 9 65,000 6 25,000 1 45,000 1 45,000 1 40,000 1 37,000	27 6 1 1 1	50,000 65,500 25,000 46,000	2 29	2025 50,000 70,000	3 30	50,000	-	50,000
Department Admin Developers Junior Developers Business Analyst CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	2 50,000 9 65,000 6 25,000 1 45,000 1 45,000 1 40,000 1 37,000	27 6 1 1 1	50,000 65,500 25,000 46,000	2 29	2025 50,000 70,000	3 30	50,000	-	50,000
Department Admin Developers Junior Developers Business Analyst CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	2 50,000 9 65,000 6 25,000 1 45,000 1 45,000 1 40,000 1 37,000	27 6 1 1 1	50,000 65,500 25,000 46,000	2 29	2025 50,000 70,000	3 30	50,000	-	50,000
Admin Developers Junior Developers Business Analyst CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	2 50,000 9 65,000 6 25,000 1 45,000 1 45,000 1 40,000 1 37,000	27 6 1 1 1	50,000 65,500 25,000 46,000	2 29	2025 50,000 70,000	3 30	50,000	-	50,000
Admin Developers Junior Developers Business Analyst CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	2 50,000 9 65,000 6 25,000 1 45,000 1 45,000 1 40,000 1 37,000	27 6 1 1 1	50,000 65,500 25,000 46,000	2 29	2025 50,000 70,000	3 30	50,000	-	50,000
Admin Developers Junior Developers Business Analyst CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	2 50,000 9 65,000 6 25,000 1 45,000 1 45,000 1 40,000 1 37,000	27 6 1 1 1	50,000 65,500 25,000 46,000	29	50,000 70,000	30	50,000	-	50,000
Developers Junior Developers Business Analyst CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	9         65,000           6         25,000           1         45,000           1         45,000           1         45,000           1         40,000           1         37,000	27 6 1 1 1	65,500 25,000 46,000	29	70,000	30		-	
Junior Developers Business Analyst CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	6 25,000 1 45,000 1 45,000 1 40,000 1 37,000	6 1 1 1	25,000 46,000				73,000	45	
Business Analyst CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	1 45,000 1 45,000 1 40,000 1 37,000	1 1 1	46,000	6	25,000	7	25.000	100 C C C C C C C C C C C C C C C C C C	75,000
CRM Architect CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	1 45,000 1 40,000 1 37,000	1			46,500	1	25,000 46,750	8	25,000 47,000
CRM Developer Test Manager Junior CRM Developer Support CRM Developer Project Manager	1 40,000 1 37,000	1		1	46,500	1	46,750	1	47,000
Test Manager Junior CRM Developer Support CRM Developer Project Manager	1 37,000		40,000	1	40,000	1	40,100	1	40,100
Junior CRM Developer Support CRM Developer Project Manager		1	37,000	1	37,000	1	37,200	1	37,200
Support CRM Developer Project Manager			37,000	1	37,000	1	37,000	1	37,000
Project Manager	1 36,000		36,000	1	36,000	1	36,000	1	36,000
CRM Architect2	1 43,000		43,000	1	43,000	1	43,500	1	43,500
	1 41,00	1	41,000	1	41,000	1	41,000	1	41,000
						_			
						_			
Totals	2023		2024	_	2025		2026		2027
Admin	2 100,0	0 2	100,000	2	100,000	3	150,000	3	150,000
Developers	9 585,0		1,768,500	29	2,030,000	30	2,190,000	45	3,375,000
Junior Developers	6 150.0		150,000	6	150,000	7	175,000	8	200,000
Business Analyst	1 45,000	1	46,000	1	46,500	1	46,750	1	47,000
CRM Architect	1 45,000		45,000	1	45,000	1	45,500	1	45,500
CRM Developer	1 40,000		40,000	1	40,000	1	40,100	1	40,100
Test Manager	1 37,00		37,000	1	37,000	1	37,200	1	37,200
Junior CRM Developer	1 37,00		37,000	1	37,000	1	37,000	1	37,000
Support CRM Developer	1 36,00		36,000	1	36,000	1	36,000	1	36,000
Project Manager	1 43,000		43,000	1	43,000	1	43,500	1	43,500

### Services assumptions help you gain an insite into further revenue and business expansion

me Insert Draw Page Layout Formulas	Data Review View De	veloper Help Acrobat	Power Pivot		
	G H I	I K	L M	N O	P Q R
			2		
Services Assumption	is				
			Percentage Increase From Prev	rious Yar	
	2023	2024	2025	2026	2027
Base		11%	4%	2%	4%
Model		11%	4%	2%	8%
Medium		4%	11%	2%	8%
Enterprise		3%	11%	2%	8%
Premium		3%	12%	2%	8%
			Active Customers		
Base	5	9	10	12	15
Model	6	9	12	12	16
Medium	5	9	12	12	17
Enterprise	5	9	12	15	15
Premium	7	9	12	15	15
			Billable Days		
Base	200	225	235	240	250
Model Medium	200 202	225	235 236	240 241	260 261
Enterprise	202	210	236	241 242	261 262
Premium	203	210	237	242	263
Freinium	204	210	236	243	205
			Cost Per Day		
Base	345	355	360	370	400
Model	300	300	310	340	400
Medium	280	281	282	290	320
Enterprise	350	350	360	370	400
Premium	345	355	360	370	400
	2023	2024	Totals 2025	2026	2027
Base	345,000	718,875	846,000	1,065,600	1,500,000
Model	360,000	607,500	874,200	979,200	1,664,000
Medium	282,800	531,090	798,624	838,680	1,419,840
Enterprise	355,250	661,500	1,023,840	1,343,100	1,572,000
Premium	492 660	670 950	1 028 160	1 348 650	1 578 000

Other further tabs in the worksheet, can help with the valuation and monitoring of future services or products offered.

Planned expenditure vs actual, hours planned for a project to complete vs actual time taken. Their actual budgets and how they affect future revenue and performance and Return on Investment.