

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.

2023 Sales Summary		2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
Fiscal Year		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Marketing Budgets & Visitor Totals													
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		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		800	825	866	900	920	970	980	1,000	1,025	1,050	1,050	1,050
SEO % Potential		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 Offline		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		2,573	2,627	2,693	2,753	2,886	2,993	3,051	3,150	3,253	3,440	3,523	3,773
Conversion Rates													
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%
		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	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%
		170	173	177	181	190	197	201	208	214	227	232	249
	Sales	44,926	45,857	47,011	48,068	50,884	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%
		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%
		678	692	710	726	761	789	804	830	857	907	928	994
	Sales	318,719	325,324	333,515	341,012	357,444	370,655	377,838	390,141	402,940	426,059	436,380	467,344
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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

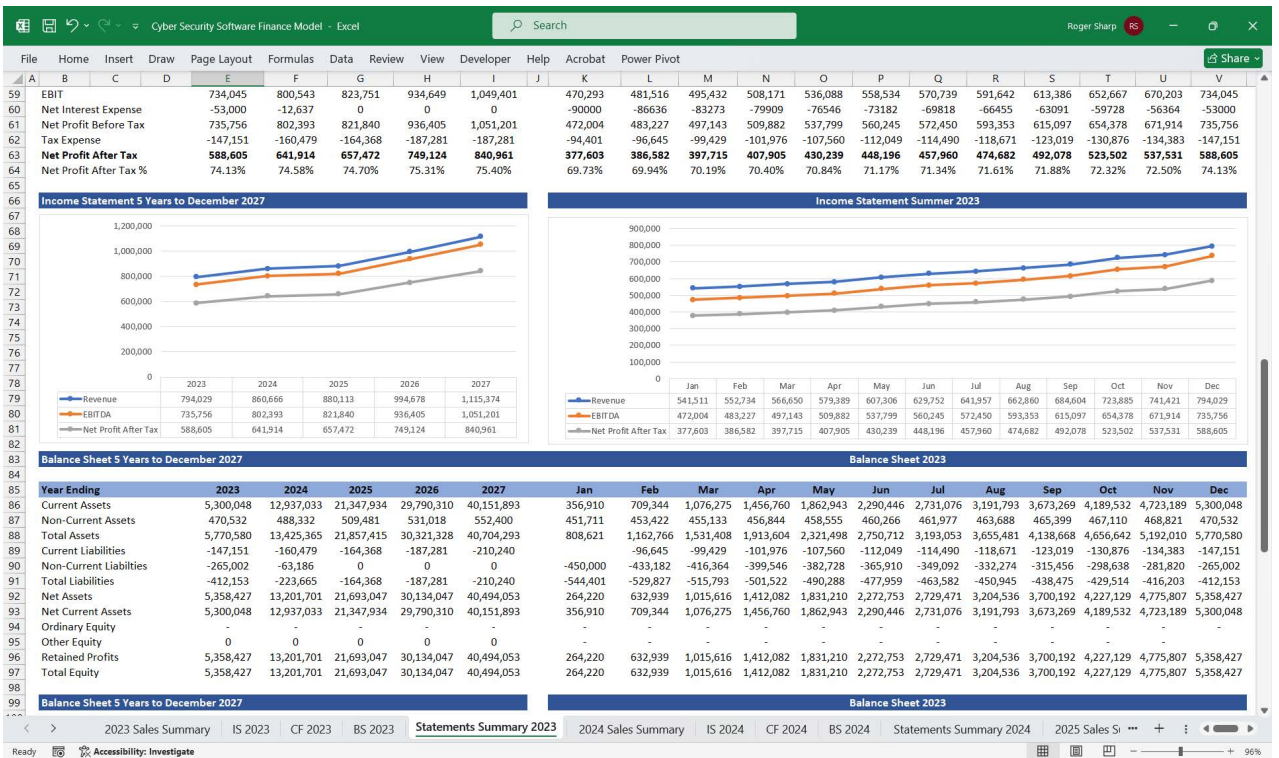
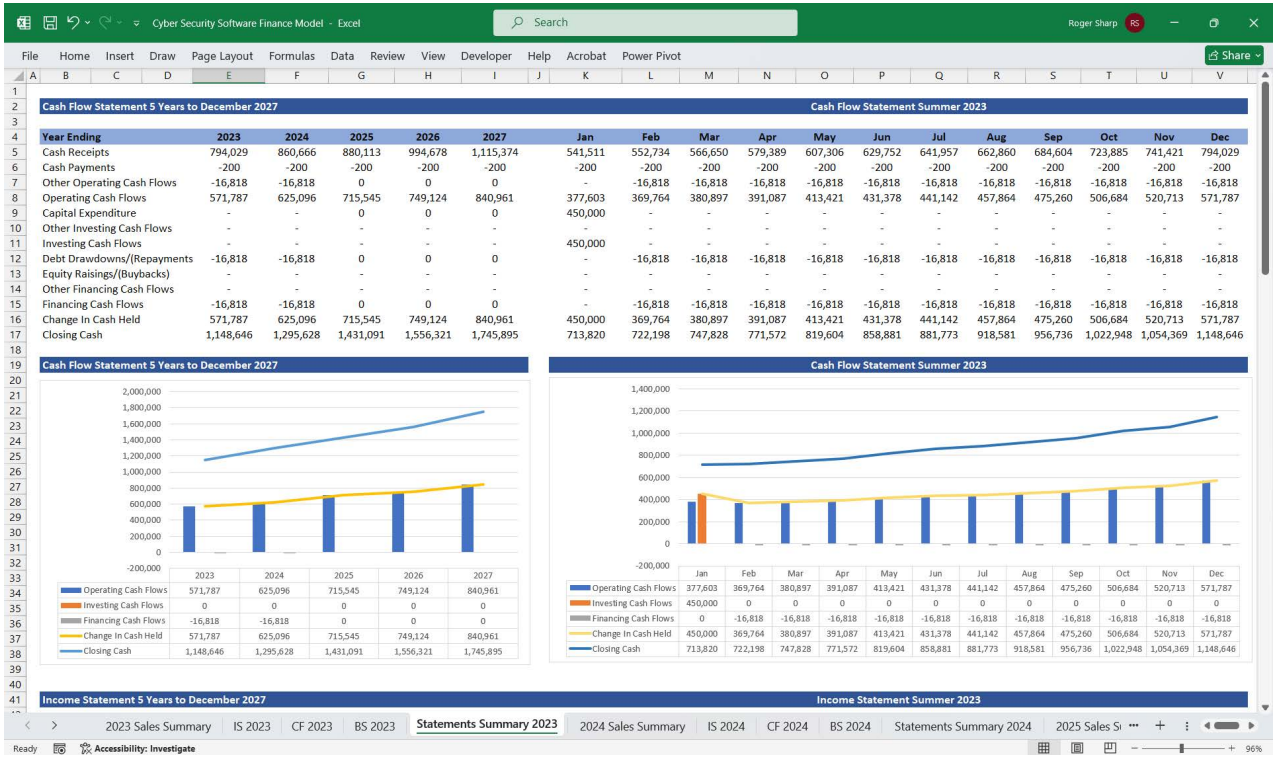
This document provides a step-by-step walk through guide to your accompanying; Financial Model Excel Download.

Financial Year	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2024	2024	2024	Totals
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
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	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	
Total Revenue	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	7,726,098
Total COGS	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-32,544	-390,528
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	7,335,570
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	-41,916
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	-13,493	-13,493	-13,493	-161,916
Placeholder 3	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-5,916
Placeholder 4	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-123,574
Placeholder 5
Placeholder 6
Placeholder 7
Placeholder 8
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	-333,322
Total Admin Salary and Wages	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-45,063	-540,756

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

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.



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

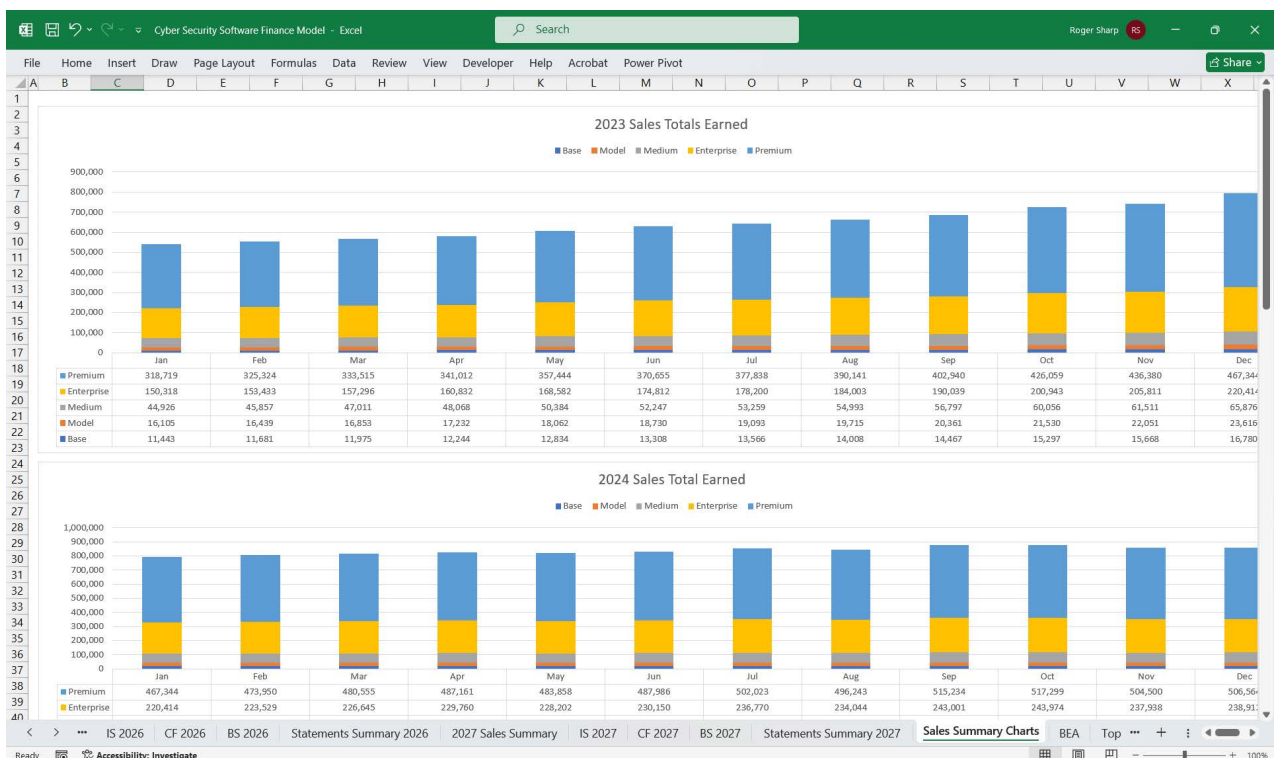
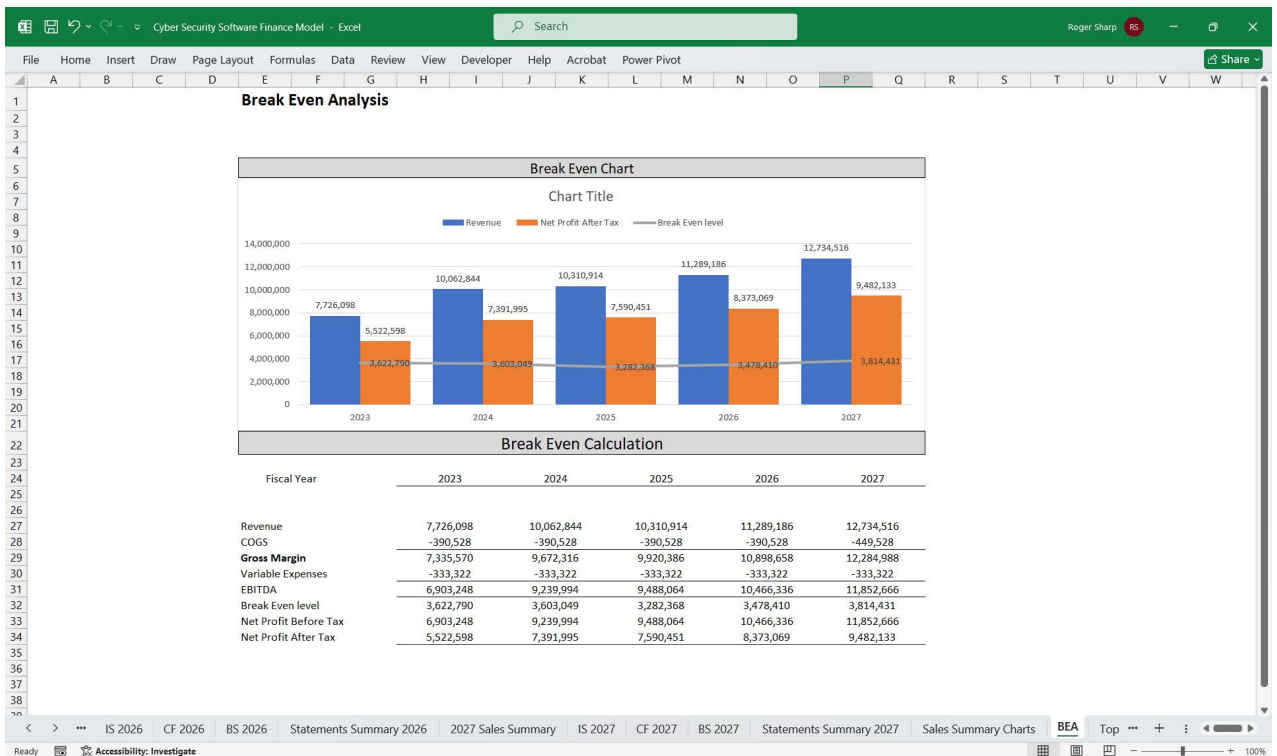
You can of course edit these cells (and any other cell you wish to edit.

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.

Department	Number Of Employees and Wages				
	2023	2024	2025	2026	2027
Admin	2	2	2	3	3
Developers	9	27	29	30	45
Junior Developers	6	6	6	7	8
Business Analyst	1	1	1	1	1
CRM Architect	1	1	1	1	1
CRM Developer	1	1	1	1	1
Test Manager	1	1	1	1	1
Junior CRM Developer	1	1	1	1	1
Support CRM Developer	1	1	1	1	1
Project Manager	1	1	1	1	1
CRM Architect2	1	1	1	1	1
Totals					
Admin	2	2	2	3	3
Developers	9	27	29	30	45
Junior Developers	6	6	6	7	8
Business Analyst	1	1	1	1	1
CRM Architect	1	1	1	1	1
CRM Developer	1	1	1	1	1
Test Manager	1	1	1	1	1
Junior CRM Developer	1	1	1	1	1
Support CRM Developer	1	1	1	1	1
Project Manager	1	1	1	1	1
CRM Architect2	1	1	1	1	1

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

	Percentage Increase From Previous Year				
	2023	2024	2025	2026	2027
Base	11%		4%	2%	4%
Model		11%	4%	2%	8%
Medium	4%	4%	11%	2%	8%
Enterprise	3%	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	200	225	235	240	260
Medium	202	210	236	241	261
Enterprise	203	210	237	242	262
Premium	204	210	238	243	263
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
Totals					
2023	345,000	718,875	846,000	1,065,600	1,500,000
2024	360,000	607,500	874,200	979,200	1,664,000
2025	282,800	531,090	798,624	838,680	1,419,840
2026	355,250	661,500	1,023,840	1,343,100	1,572,000
2027	497,660	670,950	1,078,160	1,348,650	1,678,000

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.