

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												
Fiscal Year	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
	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
Monthly 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%
	Sales	11,443	11,681	11,975	12,244	12,834	13,308	13,566	14,008	14,467	15,297	15,668
Model	Price	190	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
	Sales	16,105	16,439	16,853	17,232	18,062	18,730	19,093	19,715	20,361	21,530	22,051
Medium	Price	265	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
	Sales	44,926	45,857	47,011	48,068	50,384	52,247	53,259	54,993	56,797	60,056	61,511
Premium	Price	380	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%
	Sales	150,318	153,433	157,296	160,832	168,582	174,812	178,200	184,003	190,039	200,943	205,811
Enterprise	Price	470	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%
	Sales	318,719	325,324	333,515	341,012	357,444	370,655	377,838	390,141	402,940	426,059	436,380
100%												

Fiscal Year	2023	2024	2025	2026	2027
Total Revenue	7,735,098	10,062,844	10,310,914	11,280,156	12,734,516
COGS	-390,528	-390,528	-390,528	-390,528	-449,528

Fiscal Year	2023	2024	2025	2026	2027
Cash Flow	12,000,000				
Net Margins & Cash	14,000,000				12,000,000

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	Totals	
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
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	
Premium	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	
Enterprise	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

Digital Education Software Company Finance Model - Excel

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2 **Cash Flow Statement**

3 **Model Name**

4 **Go to the Table of Contents**

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6 **Financial year**

7 **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 **Totals**

8

9 **Cash Flow Statement**

10 **Cash Flow from Operating Activities**

11 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 7,726,098

12 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

13 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

14 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

15 Premium 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

16 Enterprise 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

17 Placeholder 6

18 Placeholder 7

19 Cash Payments -400 -400 -400 -400 -400 -400 -400 -400 -400 -400 -400 -400 -400 -400 -400 -4,800

20 Interest Paid -90,000 -86,636 -83,273 -79,909 -76,546 -73,182 -69,818 -66,455 -63,091 -59,728 -56,364 -53,000 -53,000 -49,637 -46,273 -42,910

21 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 -149,268 -151,513 -153,758

22 **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 7,726,098

23 **CASH OUTFLOW** -184,801 -183,682 -183,101 -182,288 -184,506 -185,691 -187,708 -189,525 -192,511 -191,103 -191,117 -200,652 -200,652 -199,805 -198,188 -197,097 -2,243,452

24 **Net Cash Flow from Operating Activities** 377,603 369,764 380,897 391,087 413,421 433,788 441,142 457,864 475,260 506,684 520,713 571,787 562,800 571,778 580,756 5,337,600

25 **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

26 **Cash Flow from Investing Activities**

27 Fixed Assets Capital Expenditure 450,000

28 Placeholder 1

29 **Net Cash Flow from Investing Activities** 450,000 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

30 **Cash Flow from Financing Activities**

31 Debt Drawdowns -450,000

32 Placeholder 1

33 Placeholder 2

34 Placeholder 3

35 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 -16,818 -634,998

36 Placeholder 1

37 Ordinary Equity Raisings

38 Placeholder 1

39 Ordinary Equity Buybacks

IS 2023 **CF 2023** BS 2023 IS 2024 CF 2024 BS 2024 IS 2025 CF 2025 BS 2025 IS 2026 CF 2026 BS 2026 IS 2027 CF 2027 BS 2027 2023 Sales Summa

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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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Share

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2 **Balance Sheet**

3 **[Company Name]**

4

5 **Financial Year** 2023 2023 2023 2023 2023 2023 2023 2023 2023 2023 2023 2023 2024 2024 2024

6 **Month** Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar **Totals**

7

8 **Balance Sheet**

9

10 **Current Assets**

11 Cash 541,111 1,059,960 1,592,970 2,138,966 2,713,126 3,309,980 3,919,288 4,549,749 5,202,205 5,894,195 6,603,974 7,349,077 7,931,347 8,525,959 9,132,912

12 Accounts Receivable

13 Inventory

14 **Total Current Assets** 541,111 1,059,960 1,592,970 2,138,966 2,713,126 3,309,980 3,919,288 4,549,749 5,202,205 5,894,195 6,603,974 7,349,077 7,931,347 8,525,959 9,132,912 44,874,600

15 **Non-Current Assets**

16 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

17 CAPEX Prepayment

18 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

19 **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

20 **Total Assets** 992,822 1,513,382 2,048,103 2,595,810 3,171,681 3,770,246 4,381,265 5,013,437 5,667,604 6,361,305 7,072,795 7,819,609 8,403,329 8,999,391 9,607,794 50,408,058

21 **Current Liabilities**

22 CAPEX Payable

23 Accounts Payable

24 Corporate Tax Payable -94,401 -96,645 -99,429 -101,976 -107,560 -112,049 -114,490 -118,671 -123,019 -130,876 -134,383 -147,151 -149,268 -151,513 -153,758

25 **Total Current Liabilities** -94,401 -96,645 -99,429 -101,976 -107,560 -112,049 -114,490 -118,671 -123,019 -130,876 -134,383 -147,151 -149,268 -151,513 -153,758 -1,380,650

26 **Non-Current Liabilities**

27 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

28

29 **Other Non-Current Liabilities**

30 Placeholder

31 **Total Non-Current Liabilities** -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

32 **Total Liabilities** -544,401 -529,827 -515,793 -501,522 -490,288 -477,959 -463,582 -450,945 -438,475 -429,514 -416,203 -412,153 -397,452 -382,879 -368,306

33 **Net Assets** 448,421 983,554 1,532,311 2,094,288 2,681,393 3,292,287 3,917,683 4,562,492 5,229,129 5,931,791 6,656,592 7,407,456 8,005,876 8,616,512 9,239,489 44,737,397

34 Ordinary Equity

35 Retained Profits 448,421 983,554 1,532,311 2,094,288 2,681,393 3,292,287 3,917,683 4,562,492 5,229,129 5,931,791 6,656,592 7,407,456 8,005,876 8,616,512 9,239,489

36 **Total Equity** 448,421 983,554 1,532,311 2,094,288 2,681,393 3,292,287 3,917,683 4,562,492 5,229,129 5,931,791 6,656,592 7,407,456 8,005,876 8,616,512 9,239,489

37

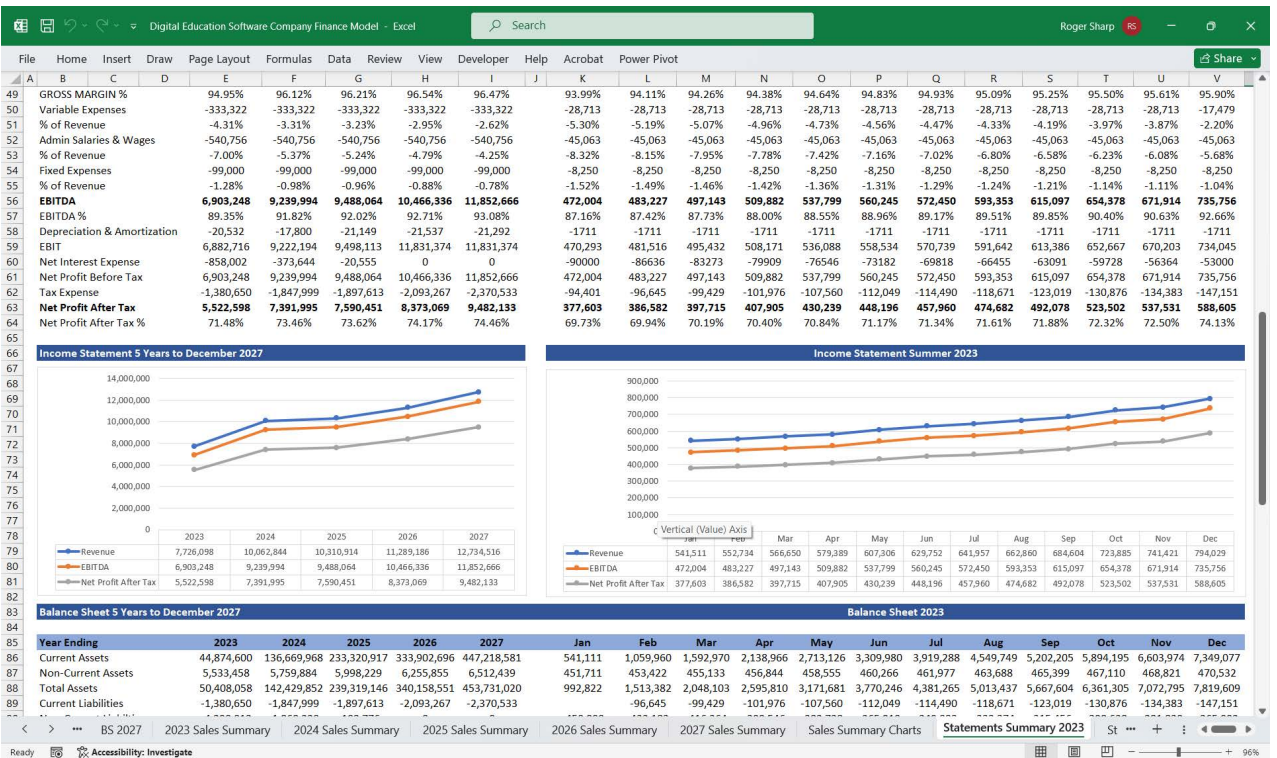
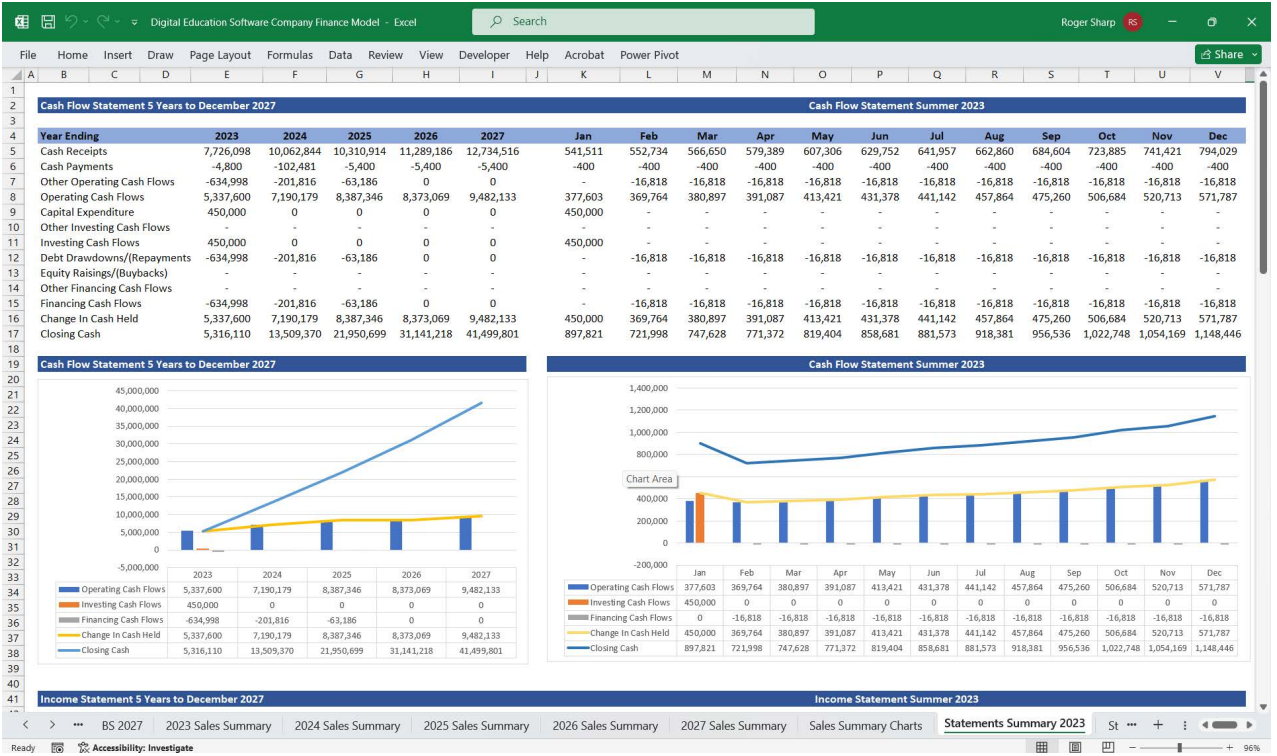
38 **Total Error Checks Result**

39 **Alert Check (Negative Cash)**

IS 2023 **CF 2023** **BS 2023** IS 2024 CF 2024 BS 2024 IS 2025 CF 2025 BS 2025 IS 2026 CF 2026 BS 2026 IS 2027 CF 2027 BS 2027 2023 Sales Summa

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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

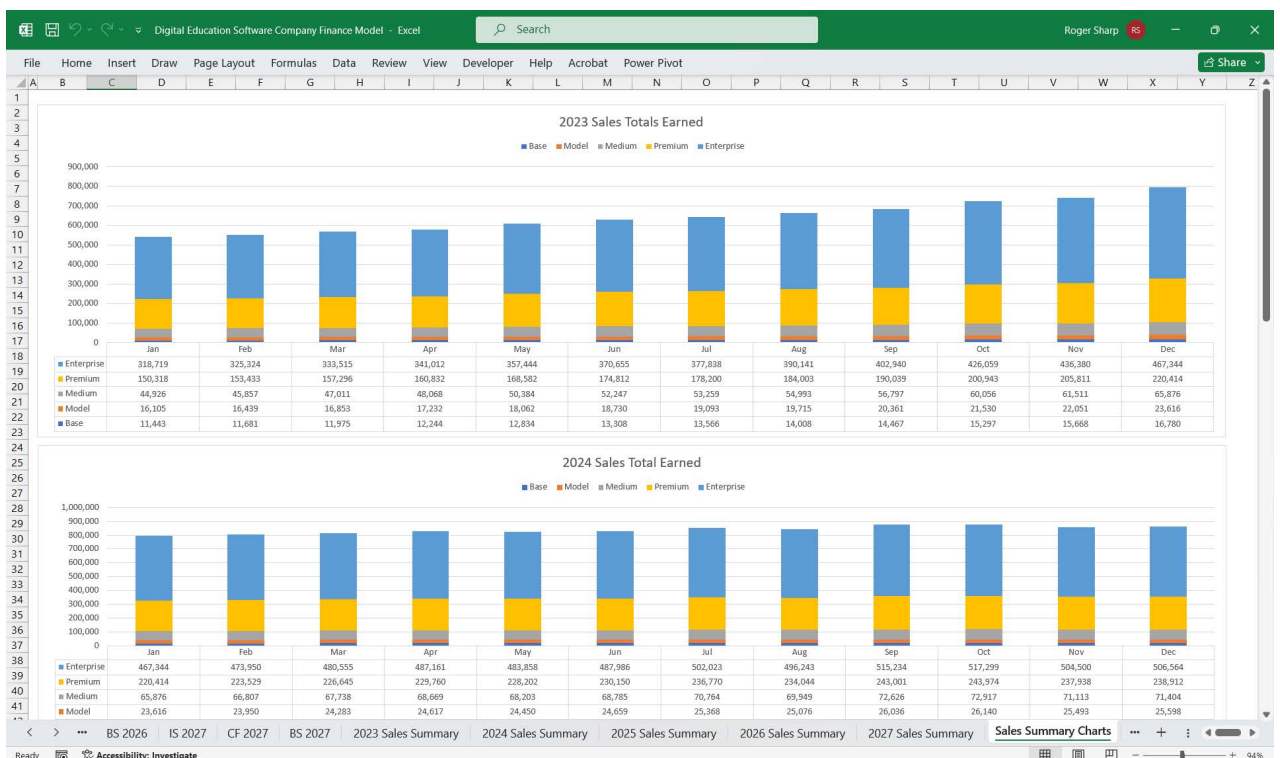
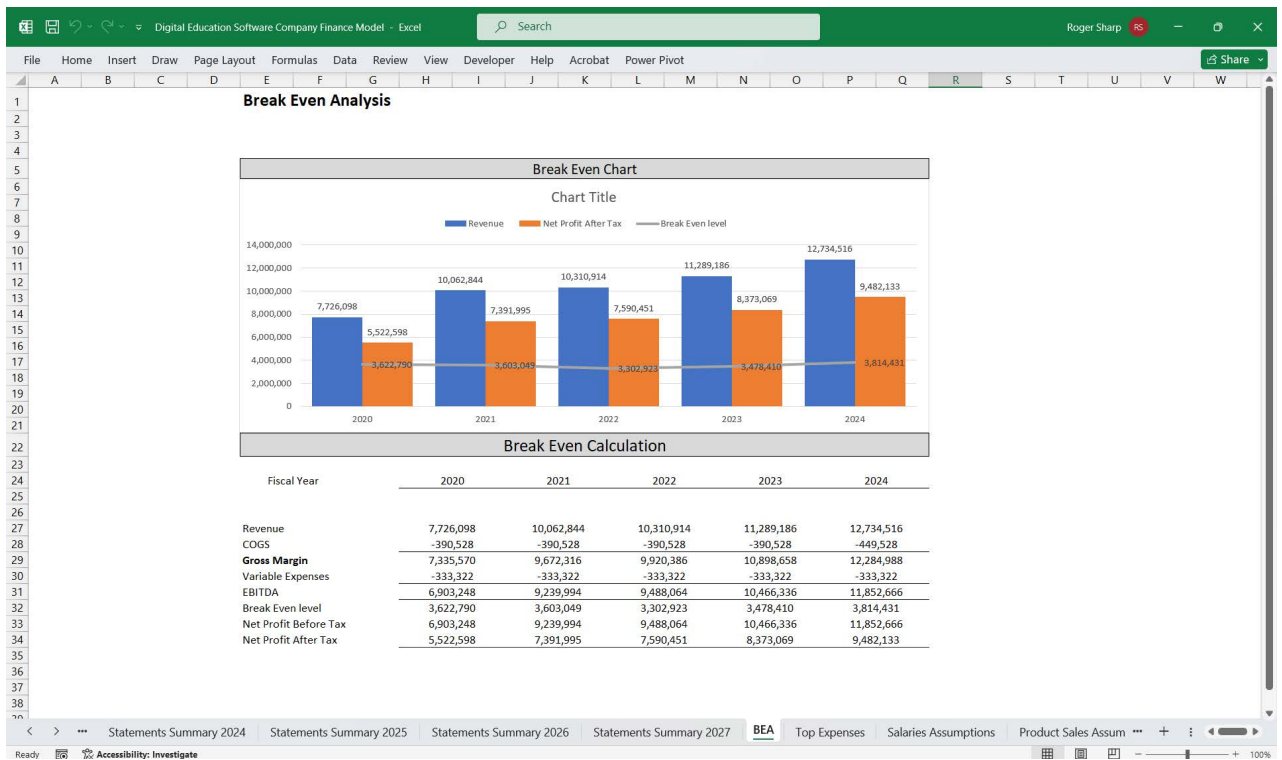
You can of course edit these cells (and any other cell you wish to edit.

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.

The screenshot displays an Excel spreadsheet with the following data tables:

Salaries Assumptions	
Number Of Employees	
Department	
Admin	2
Developers	27
Junior Developers	6
Business Analyst	1
CRM Architect	1
CRM Developer	1
Test Manager	1
Junior CRM Developer	1
Support CRM Developer	1
Project Manager	1
CRM Architect2	1
Totals	
Admin	2
Developers	27
Junior Developers	6
Business Analyst	1
CRM Architect	1
CRM Developer	1
Test Manager	1
Junior CRM Developer	1
Support CRM Developer	1
Project Manager	1
CRM Architect2	1

		Number Of Employees and Wages				
		2023	2024	2025	2026	2027
Admin	2	50,000	50,000	50,000	50,000	50,000
Developers	9	65,000	65,500	70,000	73,000	75,000
Junior Developers	6	25,000	25,000	25,000	25,000	25,000
Business Analyst	1	45,000	46,000	46,500	46,750	47,000
CRM Architect	1	45,000	45,000	45,000	45,500	45,500
CRM Developer	1	40,000	40,000	40,000	40,100	40,100
Test Manager	1	37,000	37,000	37,000	37,200	37,200
Junior CRM Developer	1	37,000	37,000	37,000	37,000	37,000
Support CRM Developer	1	36,000	36,000	36,000	36,000	36,000
Project Manager	1	43,000	43,000	43,000	43,500	43,500
CRM Architect2	1	41,000	41,000	41,000	41,000	41,000
Totals						
Admin	2	100,000	100,000	100,000	150,000	150,000
Developers	9	585,000	1,768,500	2,030,000	2,190,000	3,375,000
Junior Developers	6	150,000	150,000	150,000	175,000	200,000
Business Analyst	1	45,000	46,000	46,500	46,750	47,000
CRM Architect	1	45,000	45,000	45,000	45,500	45,500
CRM Developer	1	40,000	40,000	40,000	40,100	40,100
Test Manager	1	37,000	37,000	37,000	37,200	37,200
Junior CRM Developer	1	37,000	37,000	37,000	37,000	37,000
Support CRM Developer	1	36,000	36,000	36,000	36,000	36,000
Project Manager	1	43,000	43,000	43,000	43,500	43,500
CRM Architect2	1	41,000	41,000	41,000	41,000	41,000

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

The screenshot displays an Excel spreadsheet with the following data tables:

Services Assumptions						
Percentage Increase From Previous Year						
		2023	2024	2025	2026	2027
Product 1		11%	11%	4%	2%	4%
Product 2			11%	4%	2%	8%
Product 3		4%	4%	11%	2%	8%
Product 4			3%	11%	2%	8%
Product 5			3%	12%	2%	8%
Active Customers		2023	2024	2025	2026	2027
Product 1		5	9	10	12	15
Product 2		6	9	12	12	16
Product 3		5	9	12	12	17
Product 4		5	9	12	15	15
Product 5		7	9	12	15	15
Billable Days		2023	2024	2025	2026	2027
Product 1		200	225	235	240	250
Product 2		200	225	235	240	260
Product 3		202	210	236	241	261
Product 4		203	210	237	242	262
Product 5		204	210	238	243	263
Cost Per Day		2023	2024	2025	2026	2027
Product 1		345	355	360	370	400
Product 2		300	300	310	340	400
Product 3		280	281	282	290	320
Product 4		350	350	360	370	400
Product 5		345	355	360	370	400
Totals		2023	2024	2025	2026	2027
Product 1		345,000	718,875	846,000	1,065,600	1,500,000
Product 2		360,000	607,500	874,200	979,200	1,664,000
Product 3		282,800	531,090	798,624	838,680	1,419,840
Product 4		355,250	661,500	1,023,840	1,343,100	1,572,000
Product 5		407,650	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.

