

The Art of Financial Projections

Typical Startup Company

Summary of Projections (\$MM)

	Actual <u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Revenues	0.2	4.6	12.6	26.2	52.4
Expenses	1.8	6.7	11.3	21.5	41.6
Profit	(1.6)	(2.1)	1.3	4.7	10.8
Investment Received	2.5	5.0	-	-	-
Driving Metrics:					
New Users (000s)	1.0	12.5	24.2	48.8	72.6
Renewals (000s)	-	0.8	9.8	25.5	55.8
Avg Monthly Fee	60	60	65	65	70
Head Count	18	36	68	126	245