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How Big Can Your Company Become? Given a series of logical assumptions, you can demonstrate your growth potential. One of the first things you must demonstrate to your investors is the overall potential for your company. How big can it become? (How much money can they potentially make?)

Demand / Revenue Model [Company]

Wednesday, March, 25, 2020 05:00 PM

Market Segments / Size	Annual Growth	2020	2021	2022	2023	2024
Sailboat Owners	5.0%	350,000	367,500	385,875	405,169	425,427
Power Boat Owners	5.0%	150,000	157,500	165,375	173,644	182,326
Fishing Boat Owners	5.0%	250,000	262,500	275,625	289,406	303,877
Houseboat Owners	5.0%	100,000	105,000	110,250	115,763	121,551
xxx	5.0%	-	-	-	-	-
xxx	5.0%	-	-	-	-	-
xxx	5.0%	-	-	-	-	-
xxx	5.0%	-	-	-	-	-
xxx	5.0%	-	-	-	-	-
xxx	5.0%	-	-	-	-	-
Total Projected World Market		850,000	892,500	937,125	983,981	1,033,180

We suggest using broad market categories here. However, if you want to use the same categories as you entered on the Basic Assumptions page, enter them again here.

Market Share (%)	2020	2021	2022	2023	2024
Sailboat Owners	0.500%	0.800%	1.000%	1.500%	2.500%
Power Boat Owners	0.500%	0.800%	1.000%	1.500%	2.500%
Fishing Boat Owners	0.500%	0.800%	1.000%	1.500%	2.500%
Houseboat Owners	0.500%	0.800%	1.000%	1.500%	2.500%
xxx	0.000%	0.000%	0.000%	0.000%	0.000%
xxx	0.000%	0.000%	0.000%	0.000%	0.000%
xxx	0.000%	0.000%	0.000%	0.000%	0.000%
xxx	0.000%	0.000%	0.000%	0.000%	0.000%
xxx	0.000%	0.000%	0.000%	0.000%	0.000%
xxx	0.000%	0.000%	0.000%	0.000%	0.000%

If you do not want to use all of the rows provided, we recommend HIDING vs. deleting unused rows.

Projected New Customers	2020	2021	2022	2023	2024
Sailboat Owners	1,750	2,940	3,859	6,078	10,636
Power Boat Owners	750	1,260	1,654	2,605	4,558
Fishing Boat Owners	1,250	2,100	2,756	4,341	7,597
Houseboat Owners	500	840	1,103	1,736	3,039
xxx	0	0	0	0	0
xxx	0	0	0	0	0
xxx	0	0	0	0	0
xxx	0	0	0	0	0
xxx	0	0	0	0	0
xxx	0	0	0	0	0
Total Projected New Customers (000)	4,250	7,140	9,371	14,760	25,830
Total Projected Customer Base	100	4,350	11,490	20,861	35,621
<i>Projected World Market Share (%)</i>	<i>0.5%</i>	<i>1.3%</i>	<i>2.2%</i>	<i>3.6%</i>	<i>5.9%</i>

This line multiplies x New Customers Only. The following lines multiply x ALL customers. This section enables you to experiment with price points.

Products/Services Pricing (\$)	2020	2021	2022	2023	2024
Intro Offer	\$ 20.00	21	22	23	24
Product / Service 1	\$ 100.00	105	110	116	122
Product / Service 2	\$ 100.00	105	110	116	122
Product / Service 3	\$ 100.00	105	110	116	122
Product / Service 4	\$ 100.00	105	110	116	122
Product / Service 5	\$ 100.00	105	110	116	122
Product / Service 6	\$ 100.00	105	110	116	122
Product / Service 7	\$ 100.00	105	110	116	122
Product / Service 8	\$ 100.00	105	110	116	122
Product / Service 9	\$ 100.00	105	110	116	122

100% Presumes all new customers purchase the Intro Offer

Probability of Purchase (%)	2020	2021	2022	2023	2024
Intro Offer	100.00%	100.00%	100.00%	100.00%	100.00%
Product / Service 1	30.00%	33.00%	37.00%	45.00%	50.00%
Product / Service 2	20.00%	20.00%	30.00%	40.00%	50.00%
Product / Service 3	10.00%	15.00%	18.00%	20.00%	24.00%
Product / Service 4	5.00%	7.00%	9.00%	12.00%	15.00%
Product / Service 5	5.00%	7.00%	9.00%	12.00%	15.00%
Product / Service 6	5.00%	7.00%	9.00%	12.00%	15.00%
Product / Service 7	1.00%	1.00%	1.00%	1.00%	1.00%
Product / Service 8	5.00%	5.00%	5.00%	5.00%	5.00%
Product / Service 9	0.00%	0.00%	0.00%	0.00%	0.00%

This number carries over to the Assumptions - Sales page: Total Product/Services

Units Sold	2020	2021	2022	2023	2024
Intro Offer	4,250	7,140	9,371	14,760	25,830
Product / Service 1	1,305	3,792	7,719	16,029	30,725
Product / Service 2	870	2,298	6,258	14,248	30,725
Product / Service 3	435	1,724	3,755	7,124	14,748
Product / Service 4	218	804	1,878	4,275	9,218
Product / Service 5	218	804	1,878	4,275	9,218
Product / Service 6	218	804	1,878	4,275	9,218
Product / Service 7	44	115	209	356	615
Product / Service 8	218	575	1,043	1,781	3,073
Product / Service 9	0	0	0	0	0

This number carries over to the Assumptions - Sales page: Other Line (31)

Projected Revenue	2020	2021	2022	2023	2024
Intro Offer	\$ 85,000	\$ 149,940	\$ 206,636	\$ 341,724	\$ 627,919
Product / Service 1	\$ 130,500	\$ 398,129	\$ 850,983	\$ 1,855,608	\$ 3,734,672
Product / Service 2	\$ 87,000	\$ 241,290	\$ 689,986	\$ 1,649,429	\$ 3,734,672
Product / Service 3	\$ 43,500	\$ 180,968	\$ 413,992	\$ 824,714	\$ 1,792,643
Product / Service 4	\$ 21,750	\$ 84,452	\$ 206,996	\$ 494,829	\$ 1,120,402
Product / Service 5	\$ 21,750	\$ 84,452	\$ 206,996	\$ 494,829	\$ 1,120,402
Product / Service 6	\$ 21,750	\$ 84,452	\$ 206,996	\$ 494,829	\$ 1,120,402
Product / Service 7	\$ 4,350	\$ 12,065	\$ 23,000	\$ 41,236	\$ 74,693
Product / Service 8	\$ 21,750	\$ 60,323	\$ 114,998	\$ 206,179	\$ 373,467
Product / Service 9	\$ -	\$ -	\$ -	\$ -	\$ -
Total Projected Revenue (139% average growth)	\$ 437,350	\$ 1,296,068	\$ 2,920,580	\$ 6,403,376	\$ 13,699,270

This section serves as a scratch pad enabling you to see a simplistic overview of the future.

Other	Annual Growth	2020	2021	2022	2023	2024
Service / Other Revenue A	10%	\$ 10	\$ 11	\$ 12	\$ 13	\$ 15
Service / Other Revenue B	10%	\$ 10	\$ 11	\$ 12	\$ 13	\$ 15
Service / Other Revenue C	10%	\$ 20	\$ 22	\$ 24	\$ 27	\$ 29
Service / Other Revenue D	10%	\$ 10	\$ 11	\$ 12	\$ 13	\$ 15
Total Projected Services Revenue (10% average growth)		\$ 50	\$ 55	\$ 61	\$ 67	\$ 73

This section serves as a scratch pad enabling you to see a simplistic overview of the future.

Feasibility Analysis		2020	2021	2022	2023	2024
Expenses	% of Revenue					
Cost of Goods Sold	20.0%	\$ 87,480	\$ 259,225	\$ 584,128	\$ 1,280,688	\$ 2,739,869
Gross Profit	80.0%	\$ 349,920	\$ 1,036,898	\$ 2,336,513	\$ 5,122,754	\$ 10,959,475
Average Gross Profit per Customer (\$)		\$ 80	\$ 90	\$ 112	\$ 144	\$ 178
Research & Development	15.0%	\$ 65,610	\$ 194,418	\$ 438,096	\$ 960,516	\$ 2,054,902
Marketing	40.0%	\$ 174,960	\$ 518,449	\$ 1,168,256	\$ 2,561,377	\$ 5,479,737
G & A	12.0%	\$ 52,488	\$ 155,535	\$ 350,477	\$ 768,413	\$ 1,643,921
Other	5.0%	\$ 21,870	\$ 64,806	\$ 146,032	\$ 320,172	\$ 684,967
Operating Income	8.0%	\$ 34,992	\$ 103,690	\$ 233,651	\$ 512,275	\$ 1,095,947
Average Operating Income per Customer (\$)		\$ 8	\$ 9	\$ 11	\$ 14	\$ 18
Taxes	40%	\$ 13,997	\$ 41,476	\$ 93,461	\$ 204,910	\$ 438,379
Net Income		\$ 20,995	\$ 62,214	\$ 140,191	\$ 307,365	\$ 657,568
Annual Net Income Growth Rate (139% average growth)			196%	125%	119%	114%
Average Net Income per Customer (\$)		\$ 4.83	\$ 5.41	\$ 6.72	\$ 8.63	\$ 10.70

This section serves as a scratch pad enabling you to see a simplistic overview of the future.

Notes: A We've taken our top 3 market segments with their total potential customers and projected our market share. B [Add some comment regarding Marketplace 2] C [Add some comment regarding Marketplace 3] D Market Share is based solely upon expected responses to direct mail campaigns for illustration and discussion purposes. Per the plan, [Company] will E Based upon the growth of the customer base + our increased market share yields total potential customers served. F Average price for the initial product purchased. G [Comments regarding pricing] H By definition, 100% of new customers will purchase a product. These customers make an initial purchase, a % of them will purchase our xxx I % customers who X product/service prices J These are additional products/service that our customers will buy over the year. K Total Revenue is carried over to the next page (Assumptions-Sales) and provides the basis of our sales assumptions.

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This table is linked to the Summary Business Plan page. To repair/replace the table, highlight the entire table, click Copy, then "Paste Special" => In the Executive Summary, "Paste Link"

	2020	2021	2022	2023	2024
Revenue	\$ 437,400	\$ 1,296,123	\$ 2,920,641	\$ 6,403,442	\$ 13,699,343
COGS	\$ 87,480	\$ 259,225	\$ 584,128	\$ 1,280,688	\$ 2,739,869
Gross Profit	\$ 349,920	\$ 1,036,898	\$ 2,336,513	\$ 5,122,754	\$ 10,959,475
Gross Margin	80%	80%	80%	80%	80%
Expenses					
Research & Development	\$ 65,610	\$ 194,418	\$ 438,096	\$ 960,516	\$ 2,054,902
Marketing	\$ 174,960	\$ 518,449	\$ 1,168,256	\$ 2,561,377	\$ 5,479,737
G & A	\$ 52,488	\$ 155,535	\$ 350,477	\$ 768,413	\$ 1,643,921
Other	\$ 21,870	\$ 64,806	\$ 146,032	\$ 320,172	\$ 684,967
Operating Income	\$ 34,992	\$ 103,690	\$ 233,651	\$ 512,275	\$ 1,095,947
Operating Margin	8.0%	8.0%	8.0%	8.0%	8.0%