S STARTUP PARTNER

SAMPLE REPORT - EXAMPLE ASSUMPTIONS

Know your runway before you leave the job.

A plain-language snapshot of subscription economics, launch cost, founder draw, and the cash required to keep building.

THE DECISION IN ONE LINE

This plan needs about $243,910 to fund launch and 12 months of full operating spend.

This is arithmetic from the values you confirmed, not a forecast or an AI-generated business plan.

The numbers to understand first

Read the funding gap and monthly result together. A launch can look affordable once and still run out of cash month by month.

REQUIRED CAPITAL

$243,910

Launch costs plus contingency and the no-revenue runway reserve.

FUNDING GAP

$168,910

Difference between required capital and $75,000 available cash.

MONTHLY RECURRING REVENUE

$14,700

Subscription revenue at the confirmed price and customer count.

PROFIT AFTER FOUNDER DRAW

-$1,505

After delivery, acquisition, fixed costs, and the founder amount.

BREAK-EVEN CUSTOMERS

342

Customers needed to cover current economics plus the founder draw.

AVAILABLE RUNWAY

16.98 months

Runway after one-time launch cost at the current monthly result.

What one month is asking of you

MRR is only the top line. Delivery, customer acquisition, fixed costs, and the founder draw all compete for the same cash.

Monthly price	**$49**
Paying customers	**300**
Monthly recurring revenue	**$14,700**
Gross margin	**85%**
Customer acquisition cost	**$100**
Monthly fixed cost	**$8,500**
Founder monthly draw	**$4,000**
Free-model profit before founder draw	**$2,495**
Profit after founder draw	**-$1,505**

Illustrative assumptions - replace them with evidence from your product.

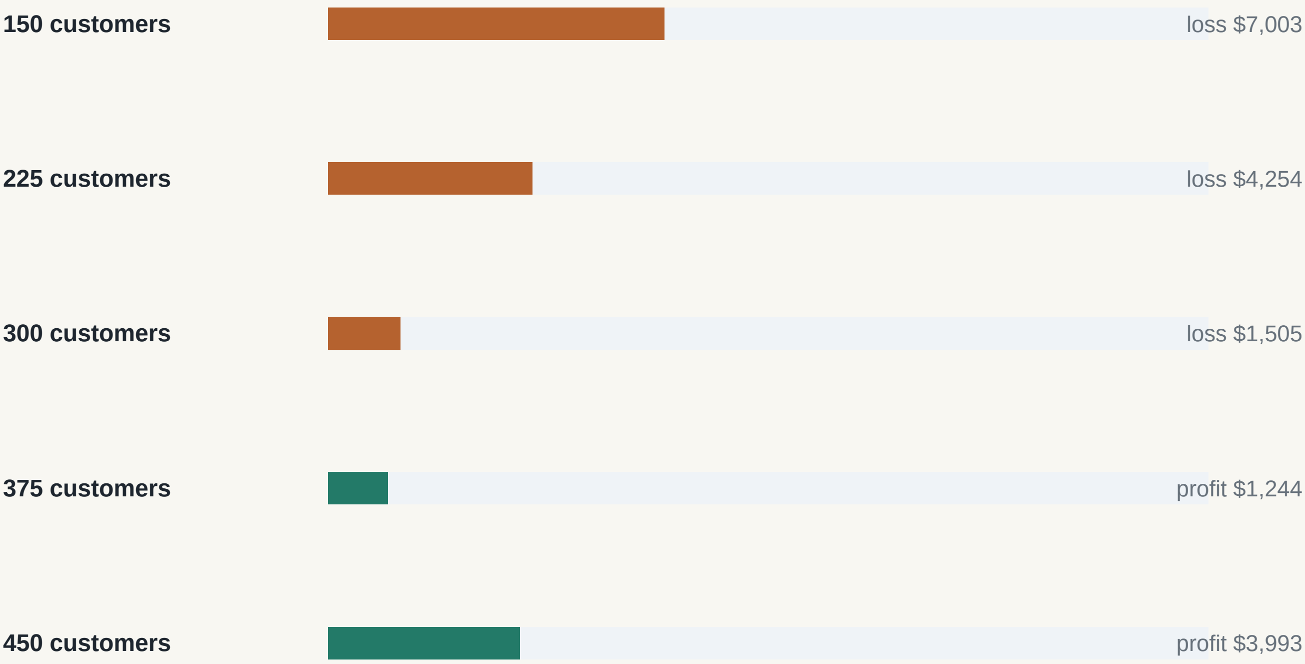
What the runway target costs

The reserve below assumes revenue cannot be relied on yet. It is deliberately stricter than subtracting optimistic MRR from every future month.

Initial product build	**$30,000**
Legal, security, and setup	**$5,000**
Launch marketing	**$8,000**
One-time launch total	**$43,000**
Contingency (15%)	**$6,450**
Monthly operating spend	**$16,205**
Runway reserve (12 months)	**$194,460**
Required startup capital	**$243,910**
Cash available	**$75,000**
Funding gap	**$168,910**

What customer count changes

Price, churn, margin, and acquisition cost still matter. This page isolates customer count so you can see how much volume the current cost structure needs.



At the confirmed assumptions, break-even after the founder draw is about 342 paying customers. Re-test this page whenever price, margin, acquisition cost, or fixed cost changes.

What this report can and cannot know

Every value is an example until you replace it. The report does not know whether customers will buy, whether churn will stay stable, or whether the build will arrive on time.

Monthly growth	**5%**
Monthly churn	**3%**
Gross margin	**85%**
Cash available	**$75,000**
Runway target	**12 months**
Build contingency	**15%**

This is an educational planning snapshot, not a valuation, investment recommendation, tax opinion, or promise that the business will perform this way.

Questions before you commit savings

These prompts do not change automatically. Use them to find the evidence the arithmetic cannot supply.

- [ ] 1 Have real prospects described this problem in their own words, or are you still assuming the demand exists?
- [ ] 2 Can you name the first acquisition channel and show why its real cost should stay near the CAC in this model?
- [ ] 3 What evidence supports the churn assumption, and what happens if customers leave twice as quickly?
- [ ] 4 Do you have a written build estimate, including security, integrations, and work that appears after the first demo?
- [ ] 5 If revenue is late for six months, can your personal finances absorb the founder draw without forcing a bad launch decision?
- [ ] 6 Does the product depend on one platform, payment provider, app store, or external API that can change price or access?

Turn the report into a real decision

Do these checks with quotes, customer evidence, and your own bank balance before quitting a job or committing savings.

- [ ] 1 Confirm the $75,000 starting-cash figure against money that is genuinely available for the business.
- [ ] 2 Replace the $30,000 build estimate with written milestones and payment dates from the people doing the work.
- [ ] 3 Map the $16,205 monthly spend into a month-by-month cash plan, including when annual software bills are due.
- [ ] 4 Ask real prospects to choose between your planned $49 price and a real alternative - interest without a price is not proof.
- [ ] 5 Pressure-test the 12-month reserve with zero revenue and with acquisition cost twice as high.
- [ ] 6 Set a written checkpoint for continuing, changing direction, or stopping before personal savings become the only plan.