

# SocialGenius

## Financial Documentation

---

### Income Statement

FY 2023 (in thousands)

#### Revenue

- Subscription Revenue: \$650
- Professional Services: \$50
- Total Revenue: \$700

#### Expenses

- Cost of Revenue: \$154
- R&D: \$185
- Sales & Marketing: \$290
- G&A: \$120
- Total Expenses: \$749

Operating Income: (\$49)

Net Income: (\$49)

### Revenue Breakdown

#### Revenue by Customer Segment

- Small Agencies (1-5 employees): \$105k (15%)
- Mid-size Agencies (6-20 employees): \$350k (50%)
- Large Agencies (21+ employees): \$245k (35%)

#### Revenue by Geography

- North America: \$560k (80%)
- Europe: \$105k (15%)
- Rest of World: \$35k (5%)

## ■ Key Performance Indicators

### Subscription Metrics

- Monthly Recurring Revenue (MRR): \$60k
- Annual Recurring Revenue (ARR): \$650k
- Average Revenue Per User (ARPU): \$2.8k
- Customer Acquisition Cost (CAC): \$4.2k
- Customer Lifetime Value (LTV): \$82k
- LTV:CAC Ratio: 19.5:1
- Gross Margin: 78%
- Net Revenue Retention: 127%
- Churn Rate: 6%

## ■ Cash Flow Statement

FY 2023 (in thousands)

### Cash Flow from Operations

- Net Income: (\$49)
- Depreciation & Amortization: \$18
- Changes in Working Capital: \$12
- Net Cash from Operations: (\$19)

### Cash Flow from Investing

- Capital Expenditures: (\$25)
- Net Cash from Investing: (\$25)

### Cash Flow from Financing

- Equity Investment: \$500
- Net Cash from Financing: \$500

Net Change in Cash: \$456

Beginning Cash Balance: \$120

Ending Cash Balance: \$576

## Balance Sheet

As of December 31, 2023 (in thousands)

### Assets

- Cash & Cash Equivalents: \$576
- Accounts Receivable: \$85
- Prepaid Expenses: \$35
- Total Current Assets: \$696
- Property & Equipment: \$42
- Total Assets: \$738

### Liabilities

- Accounts Payable: \$28
- Accrued Expenses: \$45
- Deferred Revenue: \$140
- Total Current Liabilities: \$213
- Total Liabilities: \$213

### Equity

- Paid-in Capital: \$750
- Retained Earnings: (\$225)
- Total Equity: \$525

Total Liabilities & Equity: \$738

## Financial Projections

5-Year Revenue Forecast (in thousands)

- Year 1 (2023): \$700 (Actual)
- Year 2 (2024): \$1,600 (Projected)
- Year 3 (2025): \$3,800 (Projected)
- Year 4 (2026): \$8,200 (Projected)
- Year 5 (2027): \$15,500 (Projected)

Profitability Timeline

- Break-even expected in Q3 2025
- Projected EBITDA of \$1.2M in 2025
- Projected EBITDA of \$3.1M in 2026
- Projected EBITDA of \$6.2M in 2027