

CoinFlow Exchange: Operational Strategy & Performance Metrics



Roadmap to Profitability and 2027 Liquidity Planning

Neue Haas Grotesk Display

The Operational State of the Union

June 2027

Breakeven Target (18 Months)

-\$1.261M

Peak Cash Burn Coverage Required

20%

Target QoQ Growth in Daily Trading
Volume

> 3:1

Minimum LTV:CAC Ratio

Core Strategy: Pivot to "Quality Liquidity" by prioritizing institutional sellers (\$1,500 CAC limit) to ensure market depth.

The Financial Horizon: Managing the $-\$1.261\text{M}$ Gap



Acquisition Strategy: Quality Liquidity Over Quantity

RETAIL BUYERS

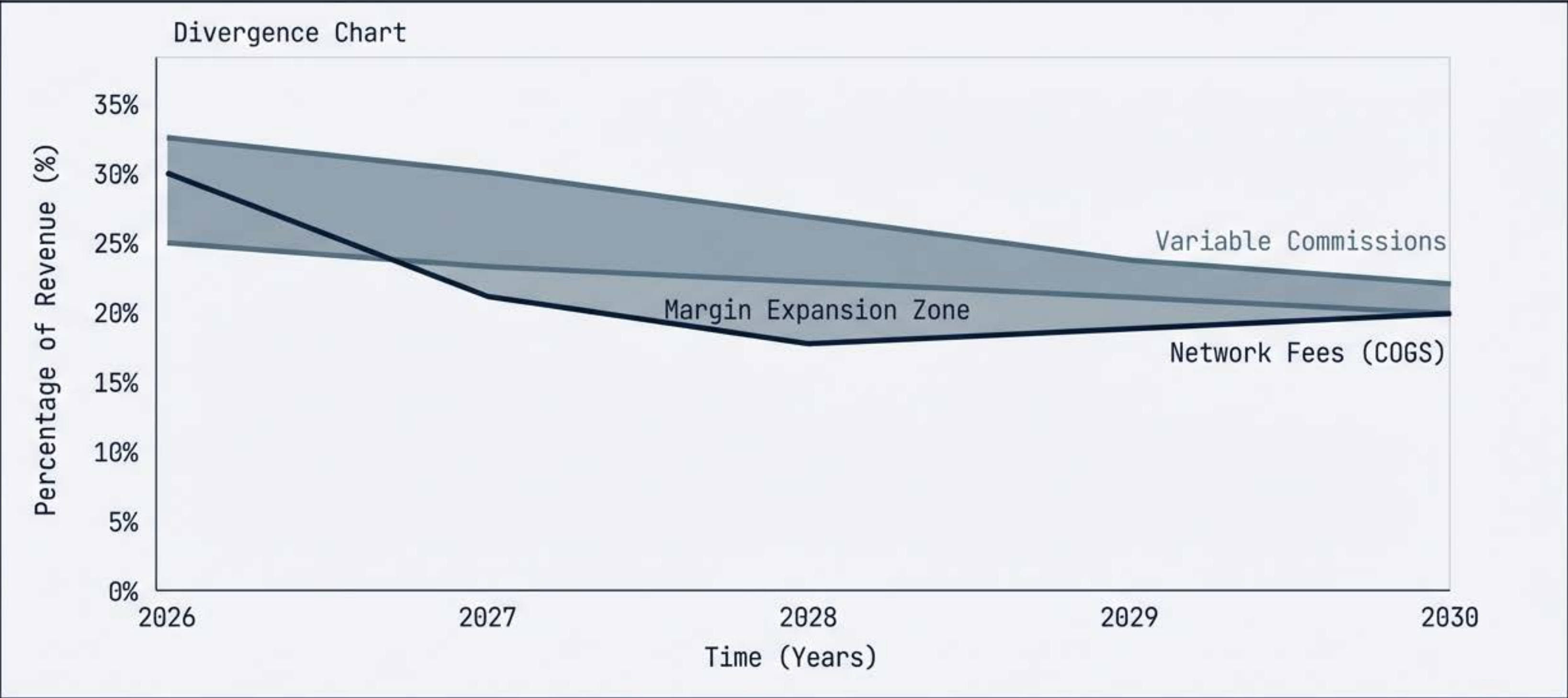
- Low-cost entry seekers
- **Risk: Shallow liquidity**
- CAC Target: <\$150
- Role: Transaction volume count

INSTITUTIONAL SELLERS

- High Average Order Value (\$50k by 2026)
- **Status:** 100% of current seller base
- **CAC Target:** <\$1,500
- **Role:** The Engine of Liquidity

Strategic Note: Chasing low-fee retail volume dilutes market depth. Premium seller tools must remain the priority.

Unit Economics & Scaling Efficiency (2026–2030)



Key Insight: A 10-point drop in Network Fees drives margin improvement, offsetting competitive commission compression.

The Daily Breakeven Equation

Fixed Monthly Overhead:		\$27,000
Avg Contribution Margin:	÷	\$1.50 per trade
Monthly Trade Target:	=	18,000 Trades

DAILY TARGET: 600 TRADES

WARNING

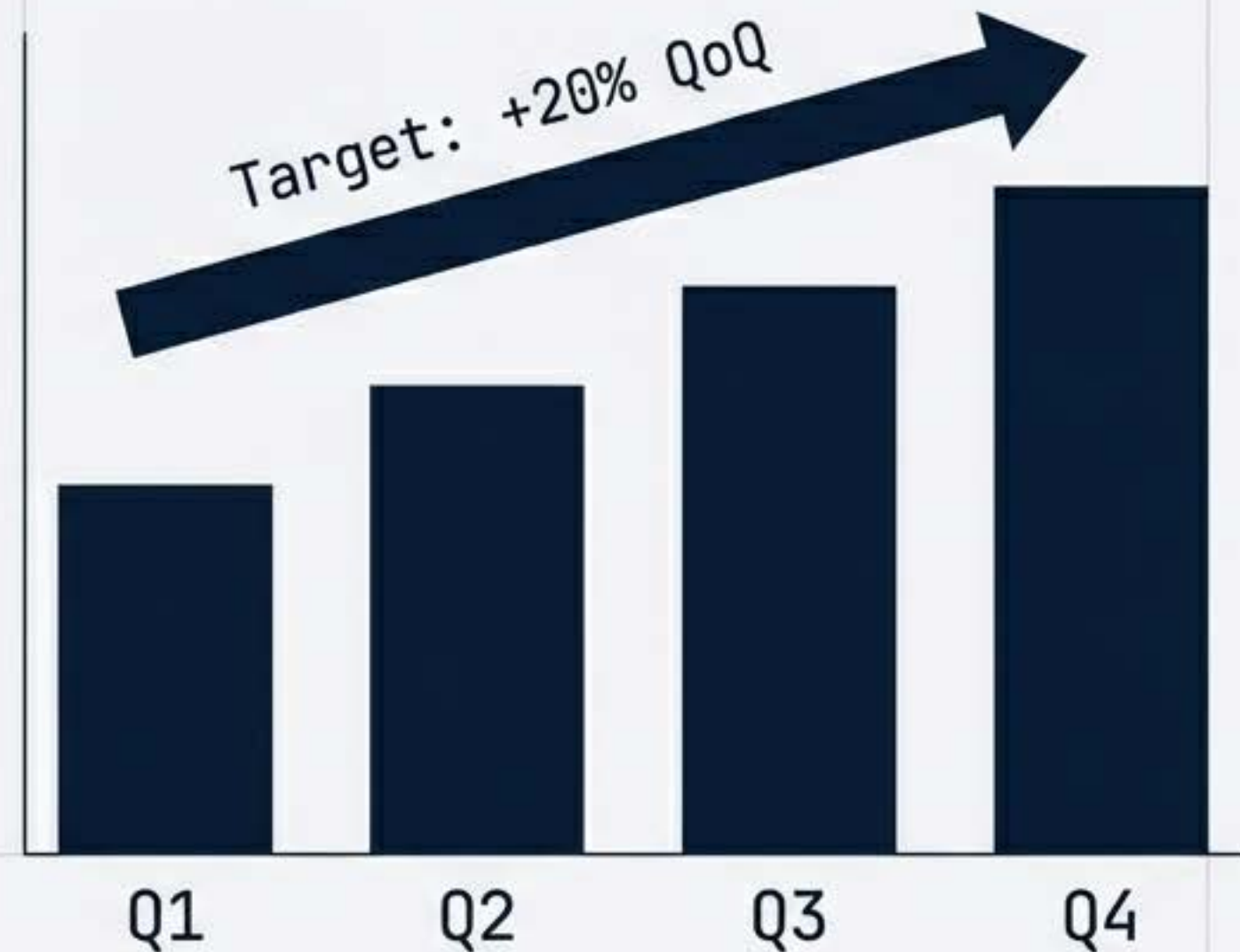
Operational
Bottleneck:

If onboarding >
14 days, churn
rises,
rendering the
600/day target
unreachable.

KPI 1: Daily Trading Volume (DTV)

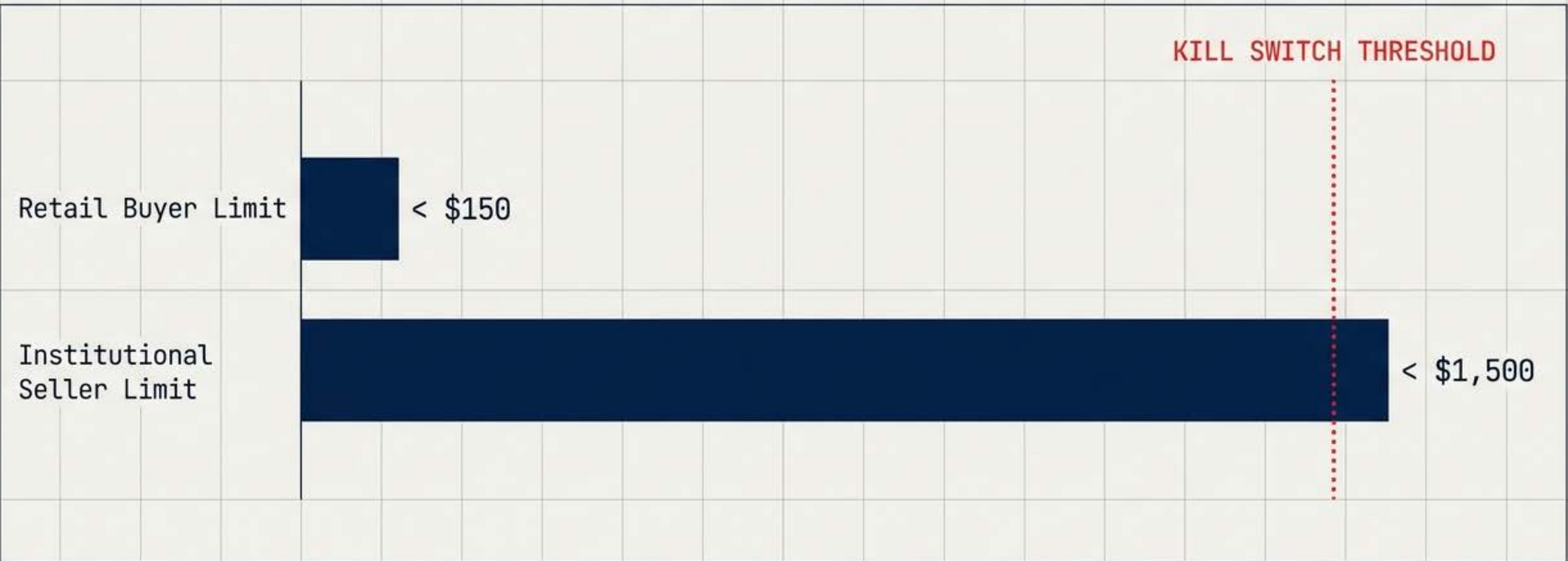
The Pulse of the Exchange

- **Definition:** Sum of (Trade Price x Quantity) settled in 24h.
- **Benchmark:** 20% Quarter-over-Quarter Growth.
- **Why It Matters:** Prevents slippage, proves market acceptance.
- **Risk Factor:** Wash Trading / Artificial Volatility.



1,000 Trades x \$5,000 Avg Value = \$5,000,000 DTV

KPI 2: Customer Acquisition Cost (CAC) Limits

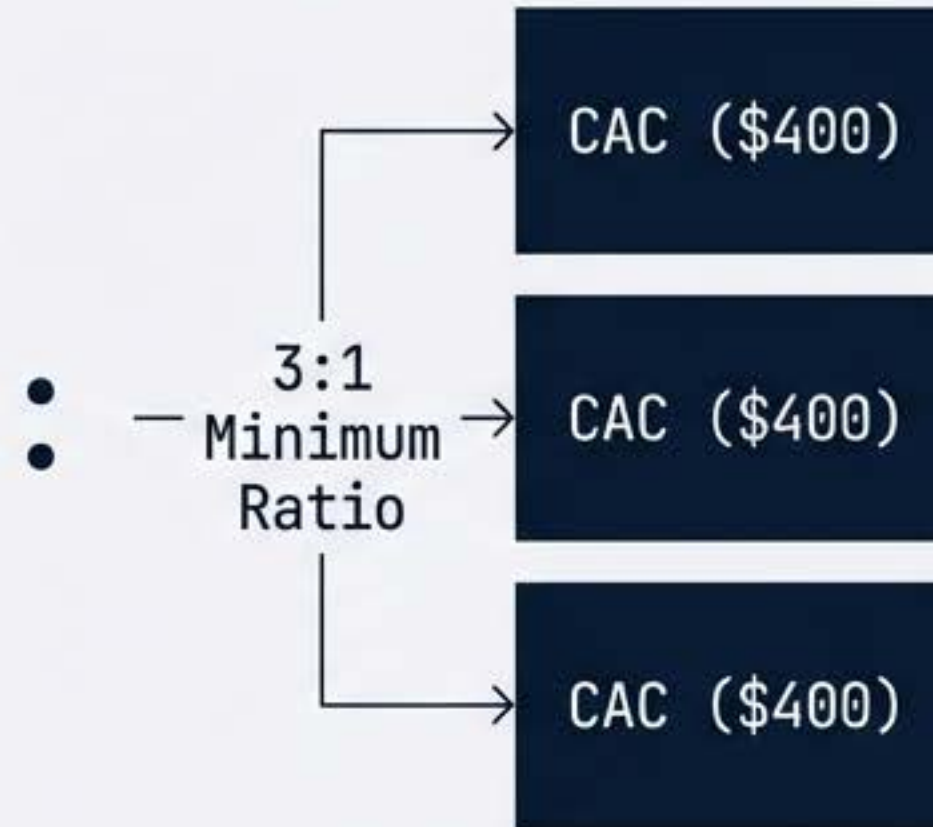


Formula: $\text{Total Marketing Spend} / \text{New Fully Onboarded Customers}$

Action Trigger: If Seller CAC > \$1,500, marketing channels must be paused immediately.

KPI 3: Customer Lifetime Value (LTV)

LTV (\$1,200)



Formula:

$(\text{Net Commission} \times \text{Repeat Orders}) / \text{Churn Rate}$

Example Scenario:

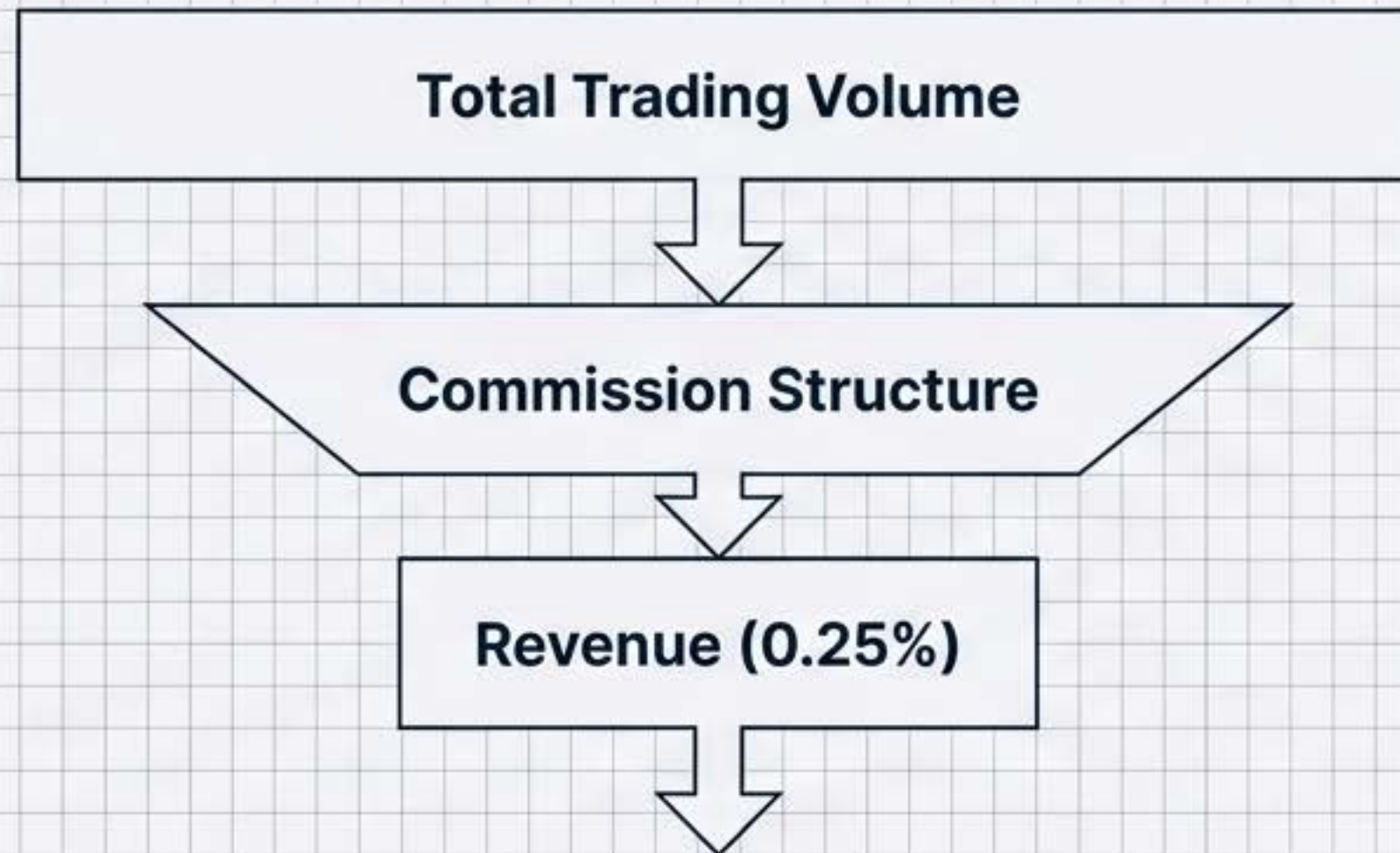
- Net Commission: \$15
- Annual Trades: 12
- Churn: 15%
- Result: LTV = \$1,200

Insight: This LTV justifies the high acquisition cost for institutional sellers.

KPI 4: Take Rate (Monetization Efficiency)

0.25% (25 bps)

Target Blended Take Rate



Components: Variable
Commissions +
Fixed Fees

Cannibalization Warning: If volume spikes but Take Rate drops, users are switching to subscription tiers without increasing net volume.

KPI 5: Gross Margin % (GM%)



The Threat:

Uncontrolled data access costs could hit 50% of revenue by 2026.

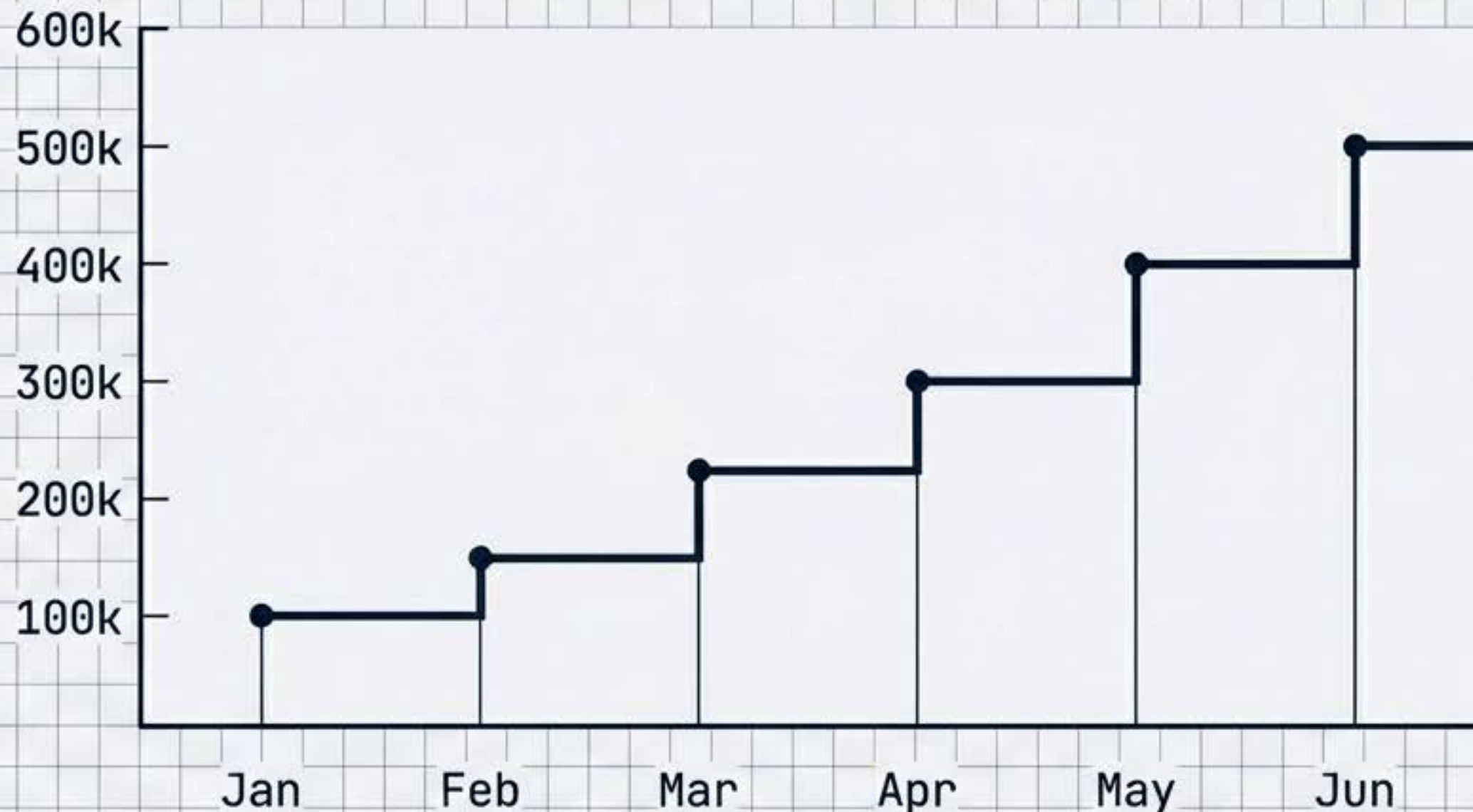
The Fix:

Aggressively negotiate licensing and push high-volume traders to subscription tiers to smooth variable costs.

KPI 6: Monthly Active Users (MAU)

15% MoM Growth

Current Month vs. Previous Month

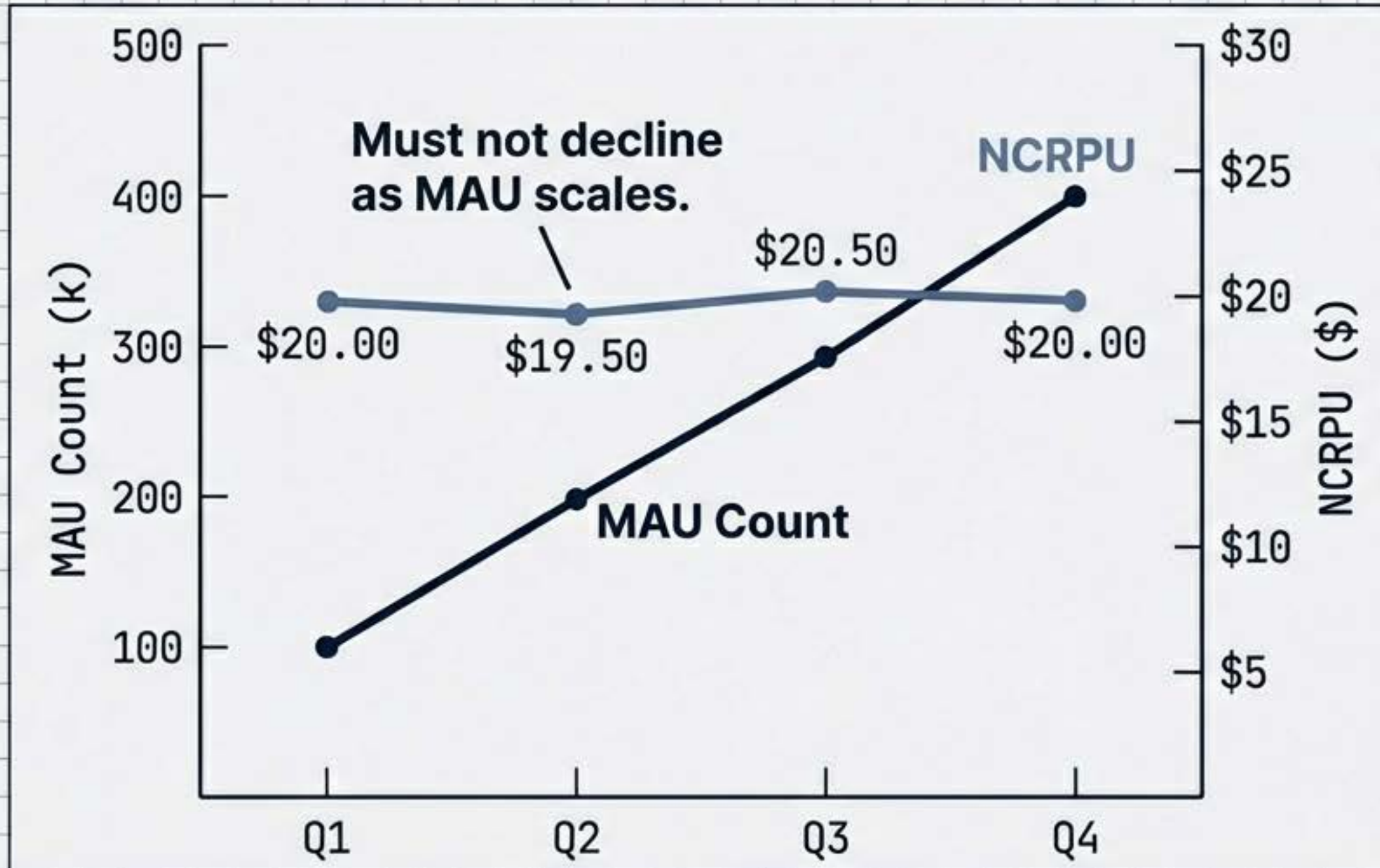


Definition: Unique User with ≥ 1 Trade or Transaction (Includes Subscription Payment)

The Friction Point: KYC

Objective: Reduce KYC processing time to < 48 hours to prevent drop-off.

KPI 7: Net Commission Revenue per User (NCRPU)



Formula:

$$\frac{\text{Total Commission Revenue}}{\text{Total Active Users}}$$

Example:

$$\frac{\$500\text{k Revenue}}{25\text{k Users}} = \$20.00 \text{ NCRPU}$$

Key Insight:

If MAU rises but **NCRPU falls**, we are acquiring **low-value users**.

Risk Management Radar

Market Risk

Wash trading inflating DTV;
Retail diluting depth.



Liquidity Risk

Failure to fund by May 2026
-> -\$1.261M crunch.

Operational Risk

Onboarding > 14 days ->
Missed daily volume targets.

Primary Mitigation: Strict adherence to 3:1 LTV:CAC and real-time 'True Volume' monitoring.

Conclusion & Strategic Priorities

1 IMMEDIATE

- Optimize Seller Onboarding
- Protect the **\$1,500 CAC target**

2 SHORT TERM

- Secure Capital
- Sign term sheets by **May 2026**

3 LONG TERM

- Cost Control
- Drive Network Fees to **<20% of revenue**

“Sustainable growth hinges on disciplined unit economics and securing institutional liquidity.”