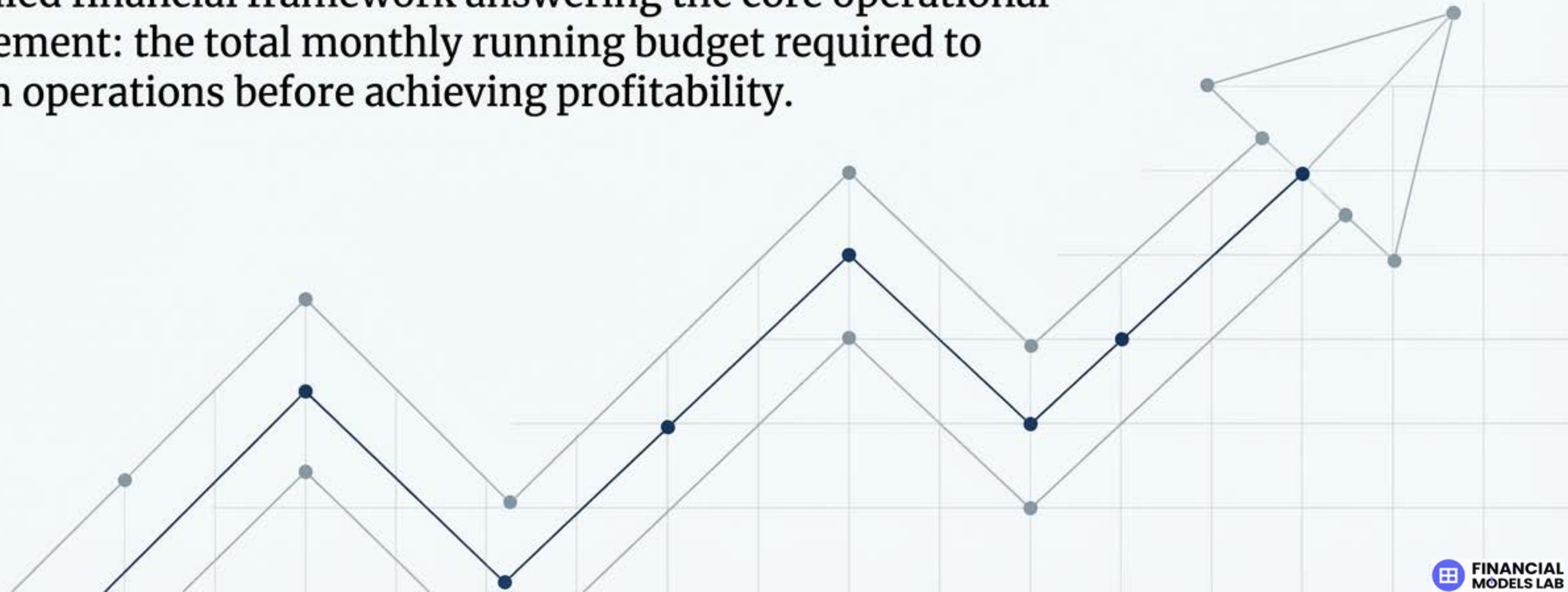


Operational Runway and the Path to Profitability

A detailed financial framework answering the core operational requirement: the total monthly running budget required to sustain operations before achieving profitability.



The Baseline Capital Requirement for Sustained Operations

\$450,000

Target Total Monthly
Running Budget

18 Months

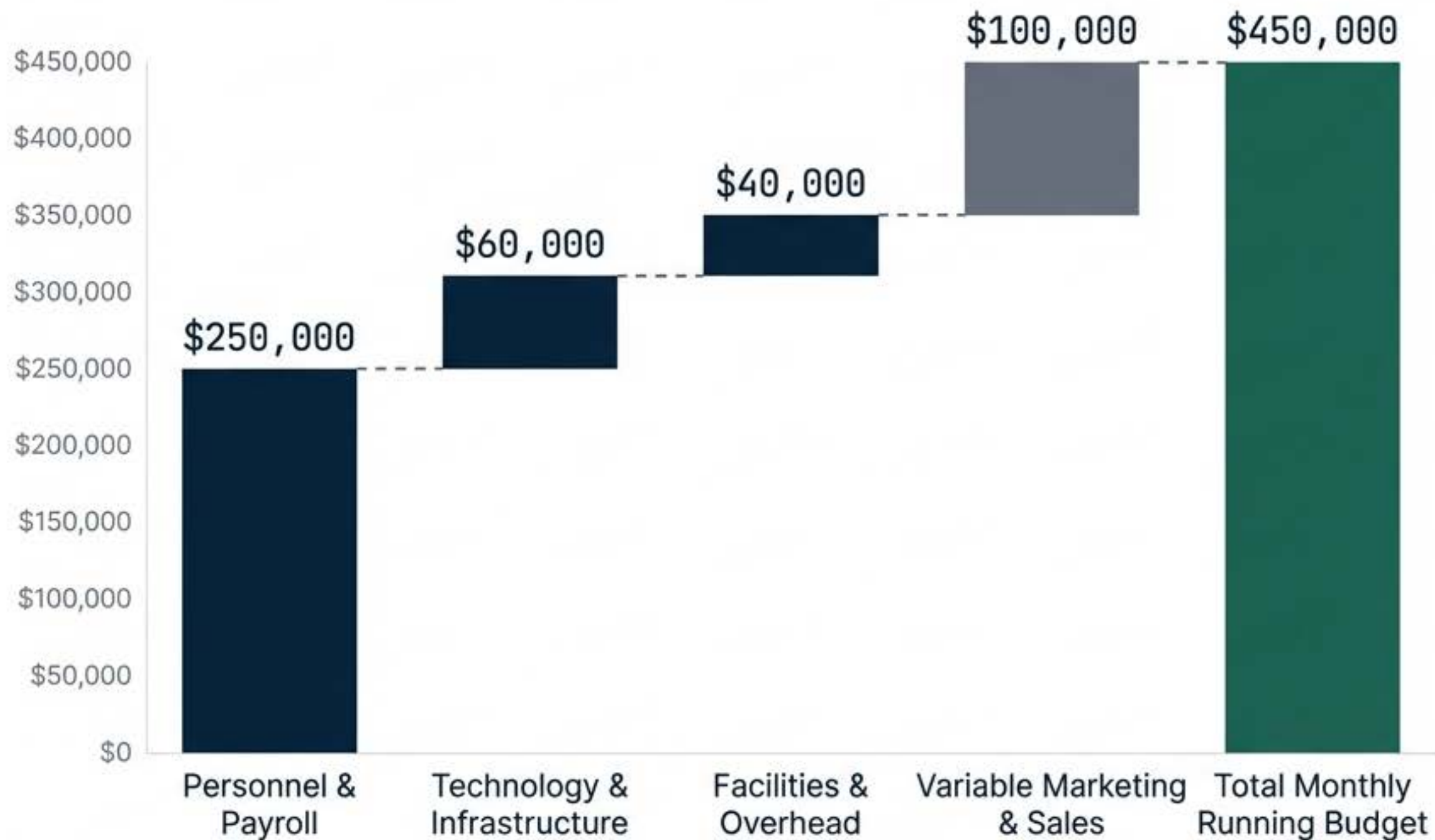
Estimated Months to
Profitability

\$8,100,000

Total Capital
Requirement

This monthly budget assumes a flat fixed-cost baseline paired with scaled variable growth spend to reach breakeven by Q3 2025.

Deconstructing the Monthly Running Budget



Cost Structure Allocation

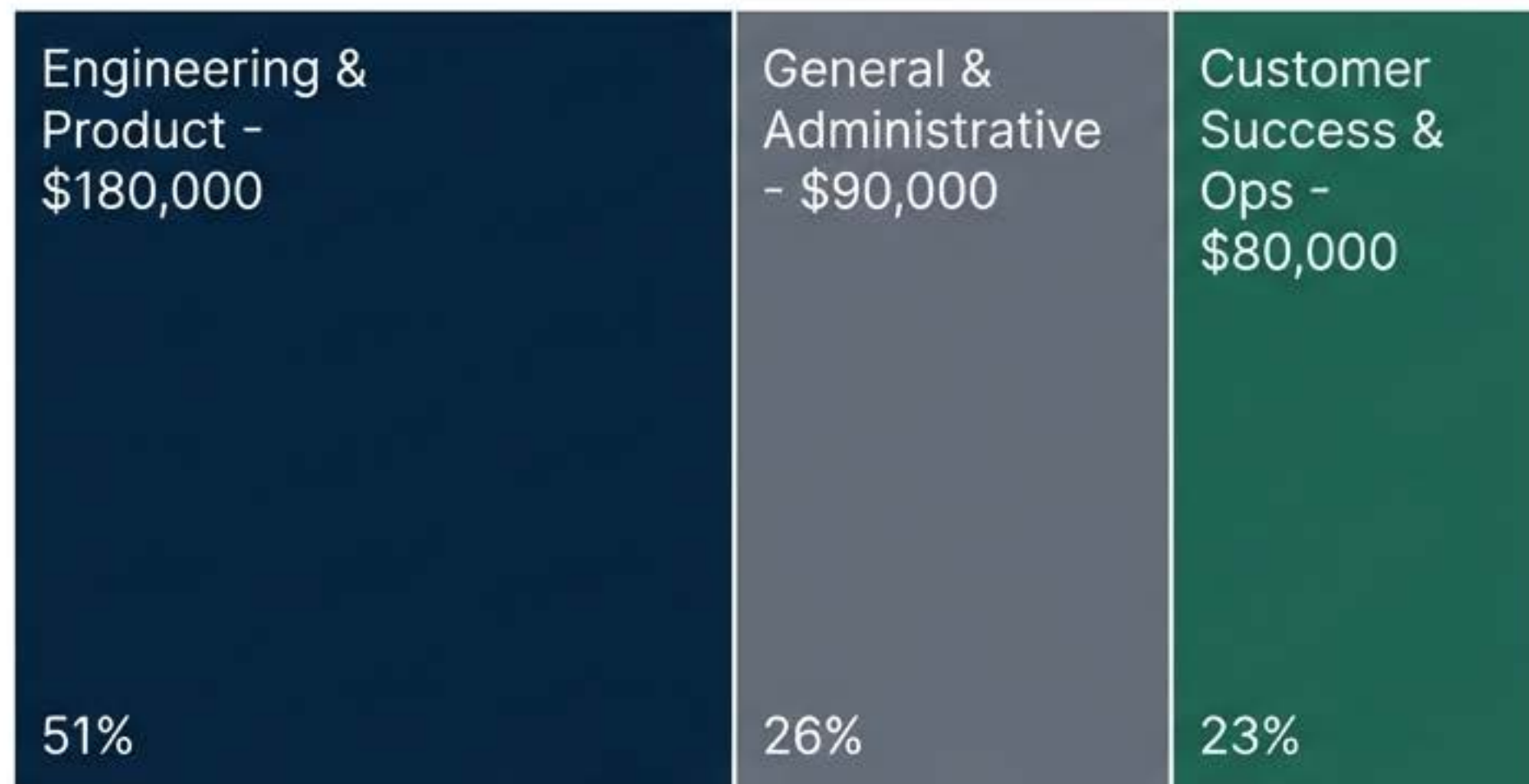


78%
Fixed
Operational
Costs
(Keeping the
lights on)

22%
Variable
Scaling
Costs
(Growth
engine)

Core Operations and Personnel Constitute the Baseline Burn

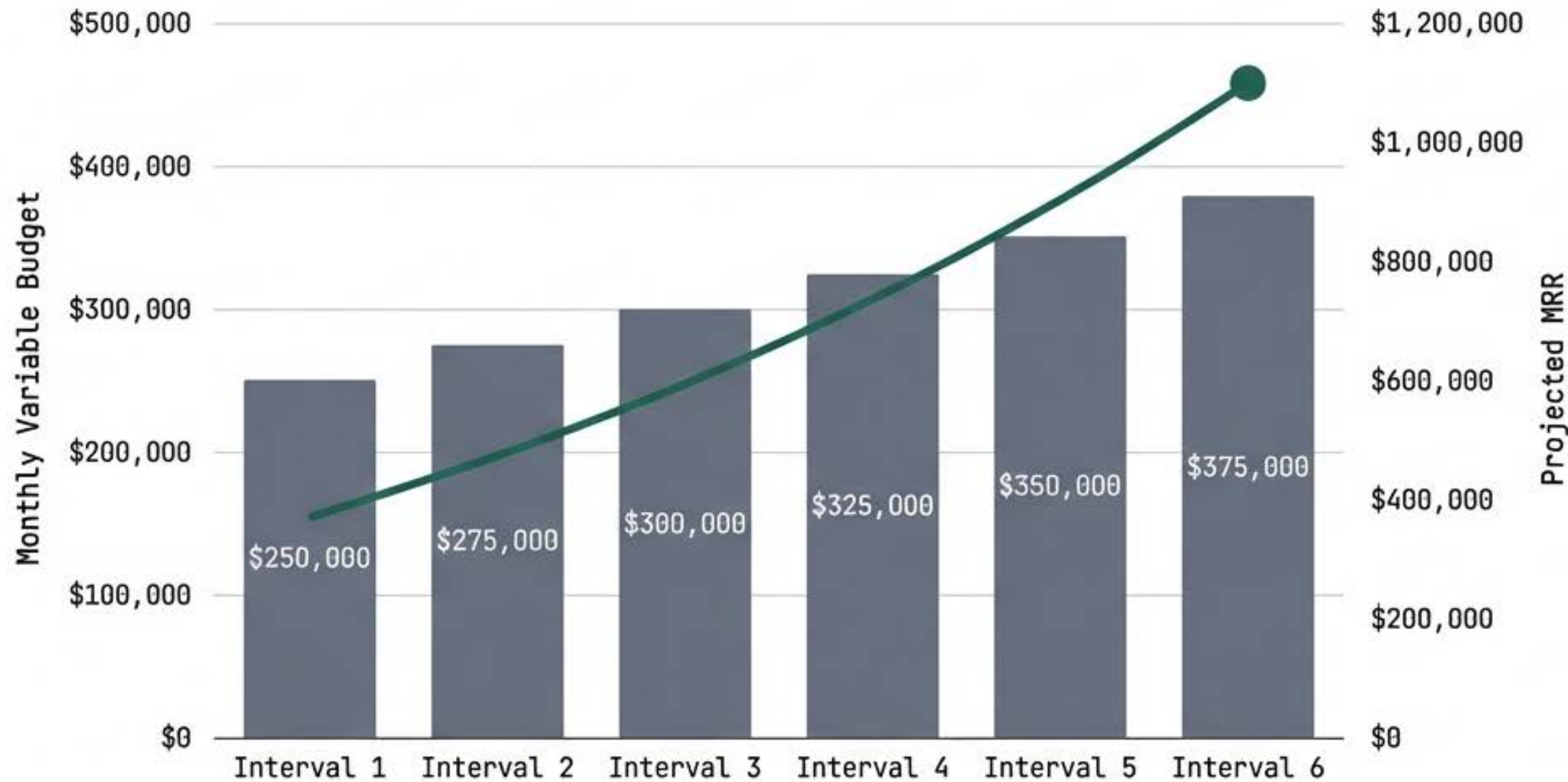
This fixed baseline burn of \$350,000 is designed to remain stable for 12 months, avoiding premature scaling ahead of confirmed revenue signals.



Foundational Metrics		
Total Headcount		42
Average Fully-Loaded Employee Cost	\$8,500 / mo	
Monthly SaaS & Server Commitments	\$45,000 / mo	

Variable Growth Expenditures Drive the Revenue Engine

Variable spend acts as a primary operational throttle; it can be reduced immediately to extend runway if revenue targets lag.



Required Unit Economics

Target Customer Acquisition Cost (CAC)

\$2,500

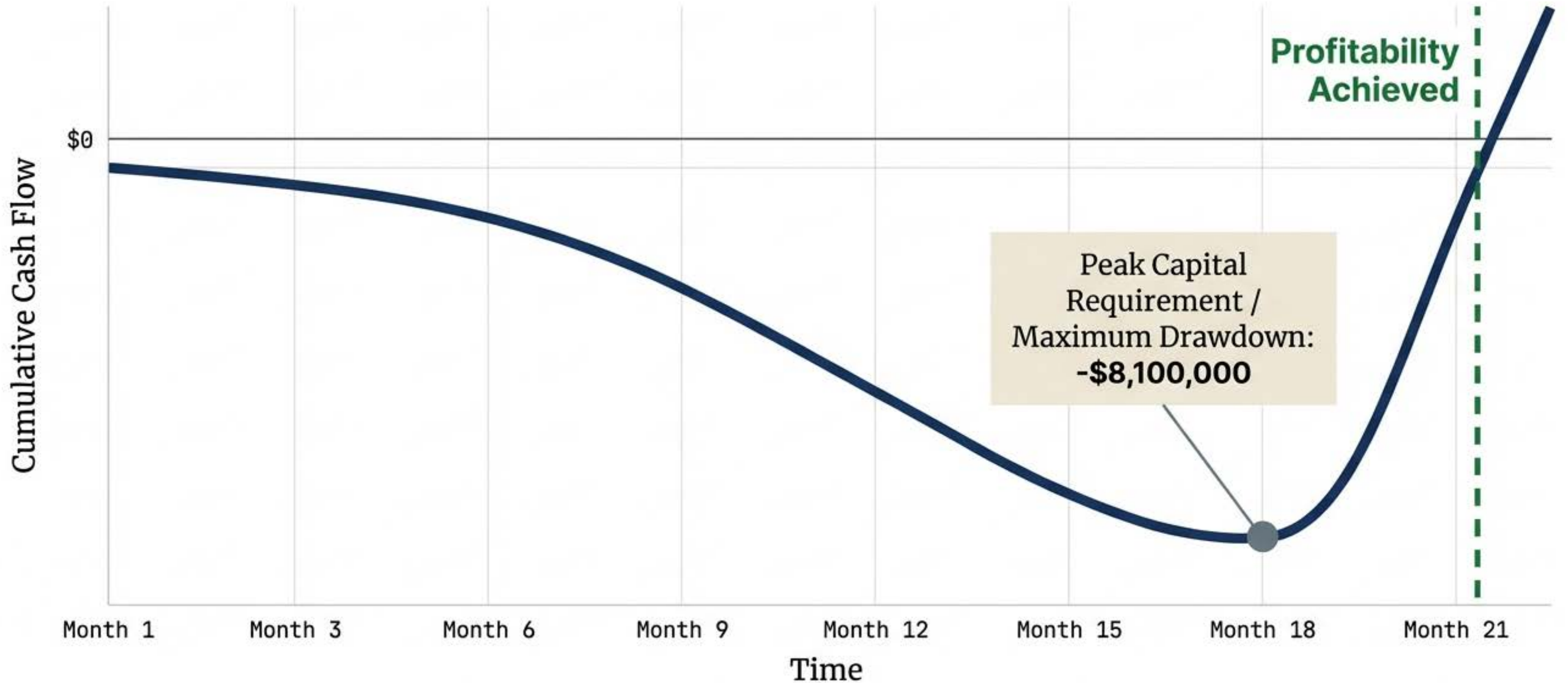
Expected LTV:CAC Ratio

4.5:1

Average Sales Cycle Length

45 Days

Projecting the Breakeven Horizon and Peak Capital Requirement



Key Sensitivities and Runway Impact Scenarios

	Conservative	Base	Aggressive
Average Monthly Running Budget	\$390,000	\$450,000	\$520,000
Months to Breakeven	22 Months	18 Months	14 Months
Remaining Cash Buffer	\$1,500,000	\$2,100,000	\$2,800,000

Primary Financial Levers

- Immediate freeze on non-essential engineering hires.
- 50% reduction in top-of-funnel ad spend.
- Renegotiation of flexible SaaS enterprise tiers.

The identified total monthly running budget provides a sufficiently capitalized runway to achieve profitability under both Base and Conservative market scenarios.