

worksheet

3x5 Revenue Projections

Sample

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$62,000	\$129,000	\$336,000	\$960,000	\$1,600,000
Customers	500	1,200	3,000	4,000	5,000
Units/Customer	5	6	7	15	20
Price/Unit	\$25	\$18	\$16	\$16	\$16
Expenses	\$85,000	\$650,000	\$250,000	\$335,000	\$750,000
Headcount	10	14	15	27	34
Cost of Goods Sold (COGS)	\$18	\$17	\$15	\$14	\$14
Customer Acquisition Cost (CAC)	\$325	\$250	\$200	\$100	\$50
Net Income [Revenue - Expenses]	(\$23,000)	(\$521,000)	\$86,000	\$625,000	\$850,000

Projection #1

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$	\$	\$	\$	\$
Expenses	\$	\$	\$	\$	\$
Net Income [Revenue - Expenses]	\$	\$	\$	\$	\$

Projection #2

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$	\$	\$	\$	\$
Expenses	\$	\$	\$	\$	\$
Net Income [Revenue - Expenses]	\$	\$	\$	\$	\$

