

worksheet

# 3x5 Revenue Projections

## Sample

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>	<b>\$62,000</b>	<b>\$129,000</b>	<b>\$336,000</b>	<b>\$960,000</b>	<b>\$1,600,000</b>
Customers	500	1,200	3,000	4,000	5,000
Units/Customer	5	6	7	15	20
Price/Unit	\$25	\$18	\$16	\$16	\$16
<b>Expenses</b>	<b>\$85,000</b>	<b>\$650,000</b>	<b>\$250,000</b>	<b>\$335,000</b>	<b>\$750,000</b>
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
<b>Net Income [Revenue - Expenses]</b>	<b>(\$23,000)</b>	<b>(\$521,000)</b>	<b>\$86,000</b>	<b>\$625,000</b>	<b>\$850,000</b>

## Projection #1

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>	\$	\$	\$	\$	\$
<b>Expenses</b>	\$	\$	\$	\$	\$
<b>Net Income [Revenue - Expenses]</b>	\$	\$	\$	\$	\$

## Projection #2

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>	\$	\$	\$	\$	\$
<b>Expenses</b>	\$	\$	\$	\$	\$
<b>Net Income [Revenue - Expenses]</b>	\$	\$	\$	\$	\$