



SoloScale

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Sprint 3 Update

Financial Projections (2026–2030)

Early-stage financial modeling for sustainable, profitable scaling. Building the foundation for a \$9M+ ARR business.

"Every assumption is grounded in our GTM strategy and customer insights. This model is our north star for disciplined, capital-efficient growth." — Founder

Financial Overview & Unit Economics

KEY METRICS

Starting Capital	\$1M
Breakeven	May 2027
Customers @ BE	~350
Runway	~24 mo
LTV/CAC (Y3)	278x

TARGET TAM

1.56M SMBs

HVAC, Plumbing, Electrical, Remodeling & Other Trade Services (U.S. Census, IBISWorld, BLS, Houzz, NAHB)

TIER PRICING

Essential

\$150/mo

5 seats

Plus

\$250/mo

10 seats

Pro

\$400/mo

20 seats

5-YEAR REVENUE

YEAR	TOTAL
Y1	\$149K
Y2	\$1.1M
Y3	\$2.5M
Y4	\$4.8M
Y5	\$9.0M

CAPITAL EFFICIENCY

“\$1M in capital with a 24-month runway gives us the stability to execute our GTM without pressure to raise. Our path to profitability is clear and achievable.”

UNIT ECONOMICS

“A 278x LTV/CAC ratio by Year 3 reflects our tiered pricing strategy, low churn in higher-value tiers, and efficient customer acquisition through organic and targeted channels.”

Customer Acquisition & Cost Structure

FUNNEL METRICS

METRIC	E	P	PRO
Lead Conv.	30%	25%	20%
Trial Act.	35%	30%	25%
Paying Conv.	25%	20%	15%
Churn	10%	5%	3%

FIXED COSTS (MONTHLY)

Founders	\$19K
Marketing	\$15K
Office	\$2.3K
Legal	\$2.5K
Software	\$2.7K
Total	\$45.1K

ANNUAL EXPENSES

Y1		\$484K
Y2		\$823K
Y3		\$1.08M
Y4		\$1.35M
Y5		\$1.68M

HIGH-INTENT FUNNEL

"30% lead conversion reflects our niche positioning. We're converting high-intent SMBs into sticky customers, not chasing volume."

CHURN ADVANTAGE

"Low churn in Plus/Pro (3-5% vs 10% Essential) drives exceptional LTV. Mission-critical product + high switching costs = retention."

LEAN OPERATIONS

"Founder-led cost structure with disciplined scaling. Expenses grow 20-30% YoY early on, moderating to 24-26% by Y4-Y5."

VARIABLE EFFICIENCY

"AI token costs at \$0.0078/quote scale linearly with usage, not headcount. This maintains healthy margins as we grow."

BREAK EVEN TIMELINE

May 2027

~350 customers needed. Our 24-month runway provides stability to execute with confidence.