

Post-launch 12 Month Cash Flow Projection: Year-end Usage = <1.0% of SAM

Usage	2025					2026						
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July
Total Public Users	25 000	60 000	81 000	101 250	126 563	158 203	197 754	247 192	308 990	386 238	482 798	603 497
Total Additional Users	25 000	35 000	46 000	55 250	71 313	86 891	110 863	136 329	172 661	213 577	269 221	334 276
Total Private Users (10% Conversion Rate)	2 500	6 000	8 100	10 125	12 656	15 820	19 775	24 719	30 899	38 624	48 280	60 350
Total Additional Private Users	2 500	3 500	4 600	5 525	7 131	8 689	11 086	13 633	17 266	21 358	26 922	33 428
Immigration Channels	1	1	1	3	3	3	3	3	3	8	8	8
Economic (Express, PNP, AIP etc.) - 25%	2 500	3 750	5 625	7 594	9 492	11 865	14 832	18 539	23 174	32 444	45 422	63 590
Refugee - 10%	0	0	0	0	0	0	0	0	0	5 063	7 594	11 391
Family Reunification - 15%	0	0	0	0	0	0	0	0	0	1 250	2 500	5 000
Temporary Workers - 30%	0	0	0	0	0	0	0	0	0	-10 175	-22 299	-42 226
Student Visas - 20%	0	0	0	2 531	3 164	3 955	4 944	6 180	7 725	10 042	15 063	22 595
Total Converted Private Users	2 500	3 750	5 625	10 125	12 656	15 820	19 775	24 719	30 899	38 624	48 280	60 350
Service Provider Channels	1	1	1	3	3	3	3	3	3	8	8	8
Consultants(RCIC)/Lawyers	10	20	40	80	160	320	640	1280	1408	1 549	1 704	1 874
Language Trainers	0	0	0	3	5	7	10	15	17	18	20	22
Academic Counsellors (RSIA)	0	0	0	2	3	5	7	10	15	23	34	51
Housing Brokers	0	0	0	10	20	40	80	160	192	230	276	332
Job Recruiters	0	0	0	3	5	7	10	15	23	30	38	47
Travel Agents	0	0	0	0	0	0	0	0	0	5	8	11
Foreign Worker Recruiters	2	4	8	16	32	64	128	256	256	256	256	256
Financial Advisors/Wealth Managers	0	0	0	0	0	0	0	0	0	5	8	11
Total Servicers	12	24	48	114	224	442	875	1 737	1 911	2 116	2 344	2 605
Subscription Fee	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Subscription Package	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Subscription Fee Conversion 25%	\$62 500	\$87 500	\$115 000	\$138 125	\$178 281	\$217 227	\$277 158	\$340 823	\$431 653	\$533 942	\$673 052	\$835 690
Subscription Package Conversion 25%	\$156 250	\$218 750	\$287 500	\$345 313	\$445 703	\$543 066	\$692 896	\$852 057	\$1 079 134	\$1 334 855	\$1 682 631	\$2 089 226
Total Subscription Fees	\$218 750	\$306 250	\$402 500	\$483 438	\$623 984	\$760 293	\$970 054	\$1 192 880	\$1 510 787	\$1 868 796	\$2 355 683	\$2 924 916
Total Push Advertising Impressions	75 000	180 000	243 000	303 750	379 688	474 609	593 262	741 577	926 971	1 158 714	1 448 393	1 810 491
Clicks	2 250	5 400	7 290	9 113	11 391	14 238	17 798	22 247	27 809	34 761	43 452	54 315
Push Advertising Revenue @ \$5 per 1000 Impressions	375	900	1 215	1 519	1 898	2 373	2 966	3 708	4 635	5 794	7 242	9 052
Servicing Fee (Immigration Consultants)	\$5 000	\$10 000	\$20 000	\$40 000	\$80 000	\$160 000	\$320 000	\$640 000	\$704 000	\$774 400	\$851 840	\$937 024
Referral Fees (75%)	\$500 000	\$700 000	\$920 000	\$1 105 000	\$1 426 250	\$1 737 813	\$2 217 266	\$2 726 582	\$3 453 228	\$4 271 534	\$5 384 418	\$6 685 523
Total Revenue	\$724 125	\$1 017 150	\$1 343 715	\$1 629 956	\$2 132 133	\$2 660 479	\$3 510 286	\$4 563 170	\$5 672 649	\$6 920 524	\$8 599 183	\$10 556 515
Management and Platform Costs	\$1 500 000	\$1 575 000	\$1 653 750	\$1 736 438	\$1 823 259	\$1 914 422	\$2 010 143	\$2 110 651	\$2 216 183	\$2 326 992	\$2 443 342	\$2 565 509
Marketing Costs (Influencer and Push)	\$1 000 000	\$1 050 000	\$1 102 500	\$1 157 625	\$1 215 506	\$1 276 282	\$1 340 096	\$1 407 100	\$1 477 455	\$1 551 328	\$1 628 895	\$1 710 339
Content Production Costs	\$1 000 000	\$1 050 000	\$1 102 500	\$1 157 625	\$1 215 506	\$1 276 282	\$1 340 096	\$1 407 100	\$1 477 455	\$1 551 328	\$1 628 895	\$1 710 339
Total Operating Costs	\$3 500 000	\$3 675 000	\$3 858 750	\$4 051 688	\$4 254 272	\$4 466 985	\$4 690 335	\$4 924 851	\$5 171 094	\$5 429 649	\$5 701 131	\$5 986 188
Net Revenue (Before Cap-Ex)	-\$2 775 875	-\$2 657 850	-\$2 515 035	-\$2 421 731	-\$2 122 139	-\$1 806 507	-\$1 180 049	-\$361 682	\$501 555	\$1 490 876	\$2 898 052	\$4 570 327