

Post-launch 12 Month Cash Flow Projection: Year-end Usage = 1.7% 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	109 350	147 623	199 290	269 042	363 207	490 329	661 944	893 625	1 206 393
Total Additional Users	25 000	35 000	46 000	63 350	84 273	115 018	154 024	209 183	281 146	380 798	512 827	693 566
Total Private Users (10% Conversion Rate)	2 500	6 000	8 100	10 935	14 762	19 929	26 904	36 321	49 033	66 194	89 362	120 639
Total Additional Private Users	2 500	3 500	4 600	6 335	8 427	11 502	15 402	20 918	28 115	38 080	51 283	69 357
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	8 201	11 072	14 947	20 178	27 241	36 775	51 485	72 078	100 910
Refugee - 10%	0	0	0	0	0	0	0	0	0	5 468	8 201	12 302
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	-7 943	-17 321	-33 428
Student Visas - 20%	0	0	0	2 734	3 691	4 982	6 726	9 080	12 258	15 936	23 904	35 855
Total Converted Private Users	2 500	3 750	5 625	10 935	14 762	19 929	26 904	36 321	49 033	66 194	89 362	120 639
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	\$158 375	\$210 681	\$287 545	\$385 060	\$522 956	\$702 866	\$951 994	\$1 282 067	\$1 733 916
Subscription Package Conversion 25%	\$156 250	\$218 750	\$287 500	\$395 938	\$526 703	\$718 862	\$962 651	\$1 307 391	\$1 757 165	\$2 379 986	\$3 205 168	\$4 334 790
Total Subscription Fees	\$218 750	\$306 250	\$402 500	\$554 313	\$737 384	\$1 006 406	\$1 347 711	\$1 830 348	\$2 460 032	\$3 331 980	\$4 487 236	\$6 068 706
Total Push Advertising Impressions	75 000	180 000	243 000	328 050	442 868	597 871	807 126	1 089 620	1 470 987	1 985 833	2 680 874	3 619 180
Clicks	2 250	5 400	7 290	9 842	13 286	17 936	24 214	32 689	44 130	59 575	80 426	108 575
Push Advertising Revenue @ \$5 per 1000 Impressions	375	900	1 215	1 640	2 214	2 989	4 036	5 448	7 355	9 929	13 404	18 096
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	\$1 267 000	\$1 685 450	\$2 300 358	\$3 080 483	\$4 183 652	\$5 622 930	\$7 615 955	\$10 256 539	\$13 871 328
Total Revenue	\$724 125	\$1 017 150	\$1 343 715	\$1 862 953	\$2 505 049	\$3 469 753	\$4 752 229	\$6 659 447	\$8 794 316	\$11 732 264	\$15 609 019	\$20 895 154
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	-\$2 188 735	-\$1 749 223	-\$997 232	\$61 895	\$1 734 596	\$3 623 222	\$6 302 616	\$9 907 888	\$14 908 966