

Post-launch 12 Month Cash Flow Projection: Year-end Usage = 4.9% of SAM

Usage	2025						2026					
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July
Total Public Users	25 000	60 000	90 000	135 000	202 500	303 750	455 625	683 438	1 025 156	1 537 734	2 306 602	3 459 902
Total Additional Users	25 000	35 000	55 000	80 000	122 500	181 250	274 375	409 063	616 094	921 641	1 384 961	2 074 941
Total Private Users (10% Conversion Rate)	2 500	6 000	9 000	13 500	20 250	30 375	45 563	68 344	102 516	153 773	230 660	345 990
Total Additional Private Users	2 500	3 500	5 500	8 000	12 250	18 125	27 438	40 906	61 609	92 164	138 496	207 494
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	10 125	15 188	22 781	34 172	51 258	76 887	107 641	150 698	210 977
Refugee - 10%	0	0	0	0	0	0	0	0	0	6 750	10 125	15 188
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	4 814	17 361	39 861
Student Visas - 20%	0	0	0	3 375	5 063	7 594	11 391	17 086	25 629	33 318	49 976	74 965
Total Converted Private Users	2 500	3 750	5 625	13 500	20 250	30 375	45 563	68 344	102 516	153 773	230 660	345 990
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	\$137 500	\$200 000	\$306 250	\$453 125	\$685 938	\$1 022 656	\$1 540 234	\$2 304 102	\$3 462 402	\$5 187 354
Subscription Package Conversion 25%	\$156 250	\$218 750	\$343 750	\$500 000	\$765 625	\$1 132 813	\$1 714 844	\$2 556 641	\$3 850 586	\$5 760 254	\$8 656 006	\$12 968 384
Total Subscription Fees	\$218 750	\$306 250	\$481 250	\$700 000	\$1 071 875	\$1 585 938	\$2 400 781	\$3 579 297	\$5 390 820	\$8 064 355	\$12 118 408	\$18 155 737
Total Push Advertising Impressions	75 000	180 000	270 000	405 000	607 500	911 250	1 366 875	2 050 313	3 075 469	4 613 203	6 919 805	10 379 707
Clicks	2 250	5 400	8 100	12 150	18 225	27 338	41 006	61 509	92 264	138 396	207 594	311 391
Push Advertising Revenue @ \$5 per 1000 Impressions	375	900	1 350	2 025	3 038	4 556	6 834	10 252	15 377	23 066	34 599	51 899
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	\$1 100 000	\$1 600 000	\$2 450 000	\$3 625 000	\$5 487 500	\$8 181 250	\$12 321 875	\$18 432 813	\$27 699 219	\$41 498 828
Total Revenue	\$724 125	\$1 017 150	\$1 602 600	\$2 342 025	\$3 604 913	\$5 375 494	\$8 215 116	\$12 410 798	\$18 432 073	\$27 294 634	\$40 704 066	\$60 643 488
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	-\$2 256 150	-\$1 709 663	-\$649 359	\$908 508	\$3 524 781	\$7 485 947	\$13 260 979	\$21 864 985	\$35 002 935	\$54 657 300