Abubyte POS - Revenue Projection Model

Conservative 3-Year Growth Forecast

BASELINE ASSUMPTIONS

- **Current:** 1 client (ONE10 FOODS)
- **Market:** Pakistan SMEs (10M+ businesses)
- **Target Niche:** Restaurants, Retail Stores, Services
- **Price Point:** Competitive at $99 setup + $39/month

THREE SCENARIOS

Scenario A: CONSERVATIVE (Minimal Marketing)

Year	New Clients	Total Clients	MRR	Annual Revenue
Year 1	11	12	$468	$5,616
Year 2	12	24	$936	$11,232
Year 3	24	48	$1,872	$22,464

Total 3-Year Revenue: $39,312

Scenario B: MODERATE (Basic Marketing)

Year	New Clients	Total Clients	MRR	Annual Revenue
Year 1	23	24	$936	$11,232
Year 2	36	60	$2,340	$28,080
Year 3	60	120	$4,680	$56,160

Total 3-Year Revenue: $95,472

Scenario C: AGGRESSIVE (Full Marketing)

Year	New Clients	Total Clients	MRR	Setup Fees	Total Revenue
Year 1	47	48	$1,872	$4,653	$27,069
Year 2	72	120	$4,680	$7,128	$64,728
Year 3	120	240	$9,360	$11,880	$124,920

Total 3-Year Revenue: $216,717

REVENUE ACCELERATORS

1. **Referral Program:** Existing clients → 20% discount for referrals
2. **Channel Partnerships:** POS hardware vendors, accounting firms
3. **Upsell Features:** Premium modules at $29-99/month
4. **White-label:** License to other developers at $999/month

RISK MITIGATION

- **Worst-case:** Even with ZERO new clients, existing client pays for hosting
- **Breakeven:** 3 clients cover all operational costs
- **Cash Flow Positive:** Achievable with 5+ clients