STARTUP FINANCIAL PLAN

App 3 / Step 3

Revenue Forecast

User Guide

A screen-by-screen guide to building your 12-month revenue forecast

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App 3 / Step 3 Overview | Revenue Forecast

Step 3 builds the top half of your projected Income Statement. Before you start, make sure Steps 1 and 2 are saved and finalized — Step 3 automatically pulls your company name, fiscal year, and funding information forward.

Panel	What You Do	Where It Goes
Table 3-P	Estimate total sales volume from your target audience and marketing activities	Guides your monthly unit entries in Step 3-1
Step 3-1	Enter monthly unit volumes and prices for each product or service line	Sales Revenues on the Income Statement
Step 3-2	Carries forward from App 2 - Income sources (grants, asset sales, interest earned)	Other Income on the Income Statement
Table 3-Summary	Review the combined monthly revenue totals — no data entry required	Total Revenue on the Income Statement
Step 3-3	Review the sales mix summary by product/service line	Income Statement and management reporting
Save & Finalize	Save your forecast, export to PDF, and download a backup CSV	Locks Step 3 data for use in Step 4

BEFORE YOU START: Prerequisite: Steps 1 and 2 must be saved and finalized before beginning Step 3. Your company name, fiscal year, and funding data carry forward automatically.

Panel 1 — Welcome Screen & Plan Information

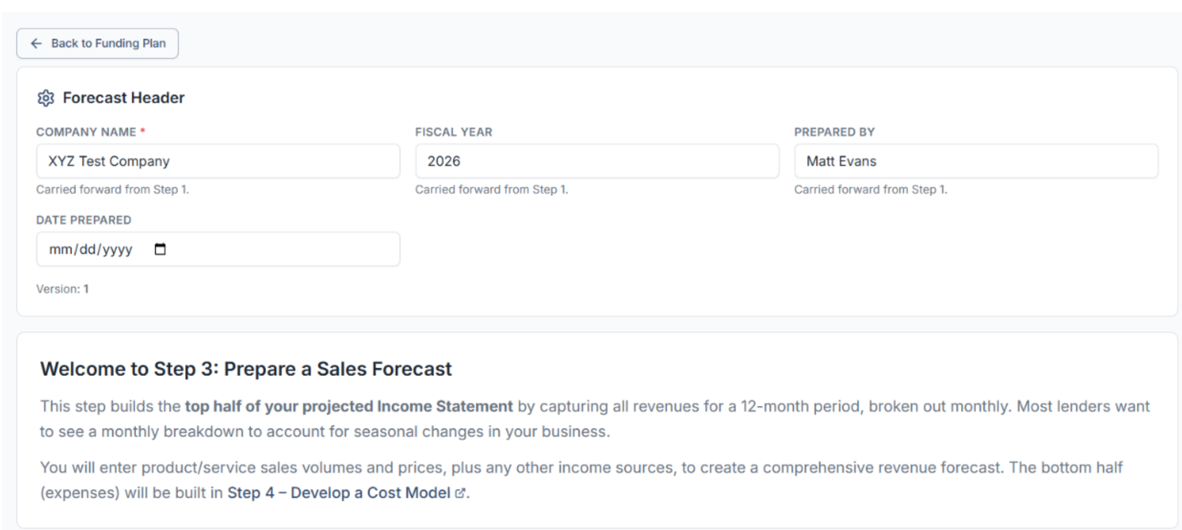

Figure 3-1: Step 3 Welcome Screen and Plan Information Header

Plan Information — Carried Forward from Step 1

When you open Step 3, the Forecast Header at the top of the screen will already show your Company Name, Fiscal Year, and Prepared By name — all carried forward automatically from Step 1. The only field you need to enter manually is **Date Prepared**, which should reflect the date you are completing this step.

What Step 3 Does

The welcome panel explains that Step 3 builds the top half of your projected Income Statement by capturing all revenues for a 12-month period, broken out monthly. Most lenders and investors want to see a monthly breakdown because it accounts for seasonality — a business that earns $40,000 in a year but earns nothing in the first seven months tells a very different story than one that earns evenly throughout the year. Step 4 (Cost Model) will build the bottom half of the Income Statement.

TIP: Write down your Date Prepared before going online. This is the only field in the header that is not auto-populated.

Field	Your Entry

Panel 2 — Table 3-P: Preliminary Sales Volume Estimate

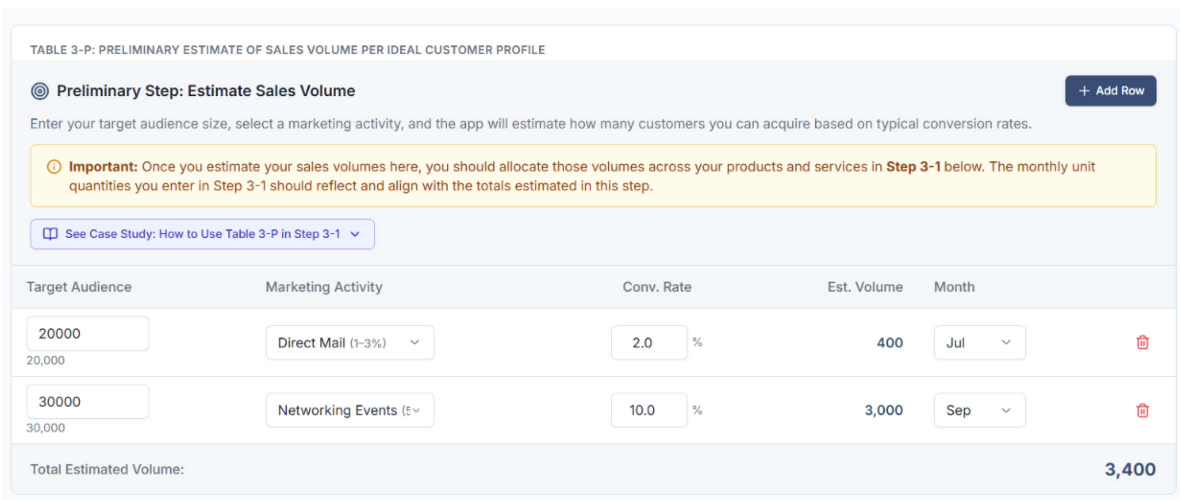

Figure 3-2: Table 3-P — Preliminary Estimate of Sales Volume per Ideal Customer Profile

Why This Step Exists

Table 3-P is a preliminary planning tool that helps you estimate how many customers you can realistically acquire before you start entering monthly unit quantities in Step 3-1. It uses your target audience size and a selected marketing activity to calculate an estimated sales volume based on typical conversion rates. This gives you a realistic baseline so your monthly unit entries are grounded in market reality rather than wishful thinking.

How to Complete Table 3-P

Column	What to Enter	Example
Target Audience	The number of people or businesses in your target market who could realistically buy from you	20,000
Marketing Activity	Select from the dropdown — each activity has a typical conversion rate range shown in parentheses	Direct Mail (1–3%)
Conv. Rate (%)	Applies an estimated conversion rate within the	2.0%

	range shown for your selected activity	
Est. Volume	Calculated automatically: Target Audience × Conv. Rate	400 customers
Month	The month when you expect to acquire this customer group	July

TIP: You can add multiple rows — one for each marketing activity or customer acquisition channel. The Total Estimated Volume at the bottom is the number you should aim to distribute across your product/service lines in Step 3-1.

IMPORTANT: The volumes you estimate here are a guide, not a constraint. Your actual monthly unit entries in Step 3-1 should reflect and align with the total estimated here, but you are free to adjust them based on your knowledge of your business.

Use the write-in table below to plan your preliminary volume estimate before going online:

Target Audience Size	Marketing Activity	Est. Conv. Rate (%)	Est. Volume	Month

Panel 3 — Step 3-1: Sales Revenues by Product / Service (Entry)

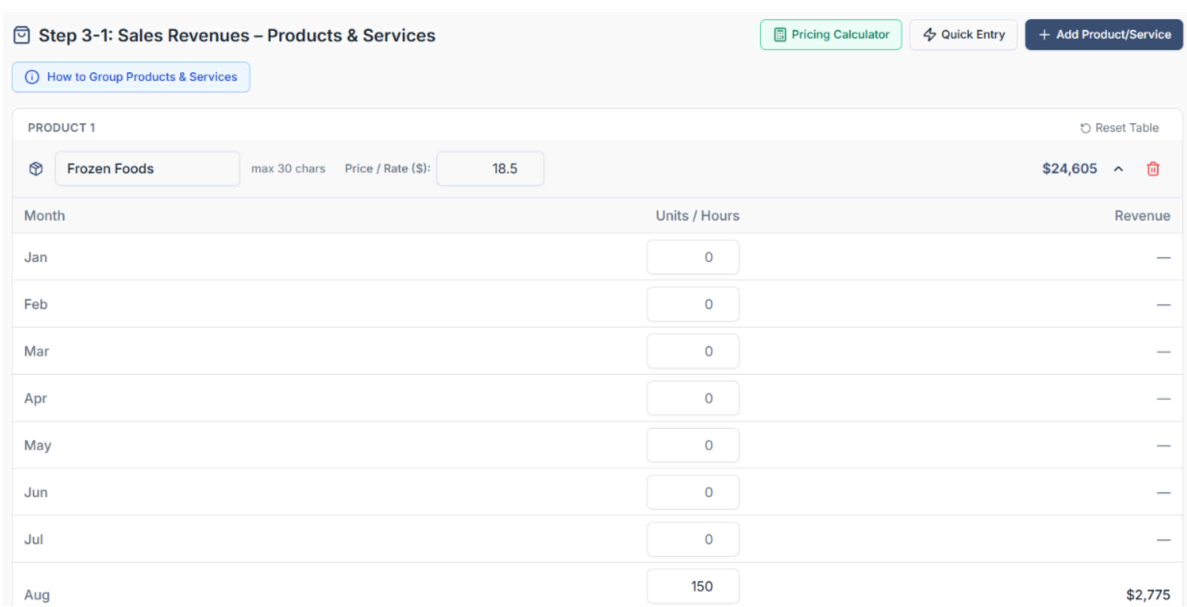

Figure 3-3: Step 3-1 — Product/Service Revenue Entry (First Half of Year)

What You Are Entering

Step 3-1 is where you enter the monthly unit volumes and selling prices for each product or service line. The app calculates revenue automatically as **Units / Hours × Price / Rate = Monthly Revenue**. You can add up to 30 product or service lines as your business needs using the **+ Add Product/Service** button. You can also group them per certain rules that the App provides. This keeps it simple. You can also elect Approach 2 which calculates all products and services using one single industry benchmark.

Helper Tools Available

Tool	What It Does
How to Group Products & Services	Guidance on whether to enter items individually or group them into a single line (e.g., all frozen food SKUs as one "Frozen Foods" line)
Pricing Calculator	Helps you determine a selling price based on cost-plus or market-based methods if you are unsure what to charge
Quick Entry	Lets you enter the same unit volume for all 12 months at once — useful for businesses with consistent monthly sales
+ Add Product/Service	Adds a new product or service row with its own name, price, and monthly volume table
Reset Table	Clears all unit entries for the current product line — use with caution

Product / Service Name and Price

Each product or service line requires a name (maximum 30 characters) and a single **Price / Rate** — the amount you charge per unit, per hour, or per engagement. If your price changes during the year (for example, a promotional discount in the first month or a price increase mid-year), you can set up tier pricing using the link that appears below each product row.

TIP: Enter zero units for months before your first sale. The app will show $0 revenue for those months, which is correct — it tells the story of your pre-revenue startup period on the Income Statement.

Use the write-in table below to plan each product or service line before going online:

Product / Service Name	Price / Rate ($)	First Sale Month	Notes on Seasonality

Panel 4 — Step 3-1: Monthly Unit Volume Entry (Full Year)

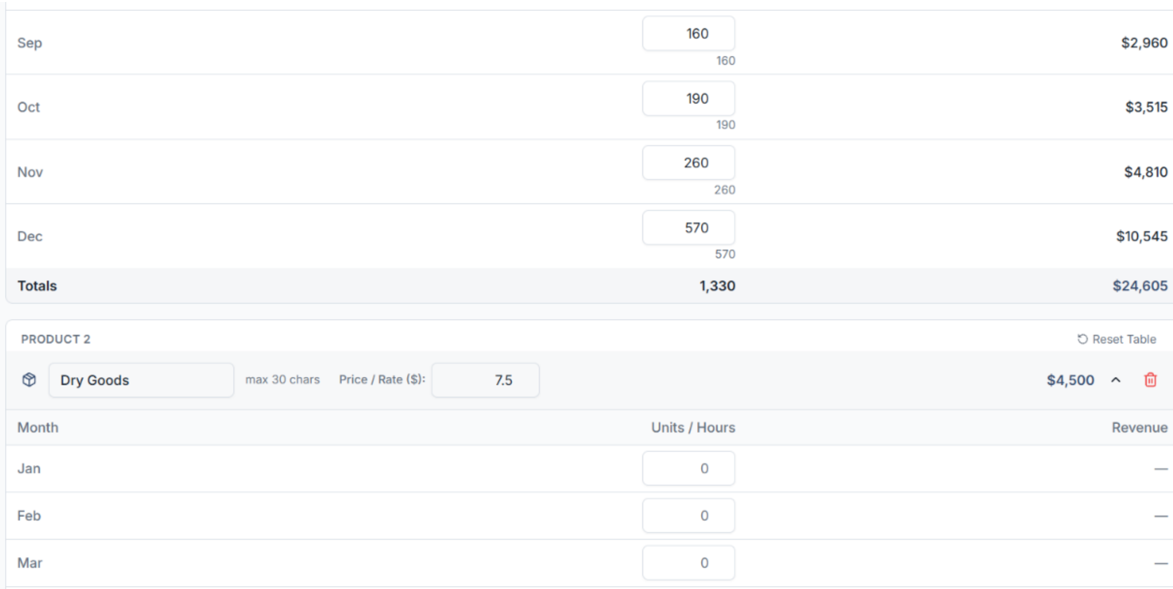

Figure 3-4: Step 3-1 — Monthly Unit Volumes and Revenue Totals (Full Year)

Entering Monthly Unit Volumes

For each product or service line, you enter the number of units sold (or hours billed) in each month. The app multiplies each monthly volume by the price you entered to calculate monthly revenue. A running annual total appears at the bottom of each product section so you can see your full-year revenue for that line as you work.

XYZ Test Company Example — Frozen Foods

Month	Units	Revenue	Month	Units	Revenue
January	0	$0	July	0	$0
February	0	$0	August	150	$2,775
March	0	$0	September	160	$2,960
April	0	$0	October	190	$3,515
May	0	$0	November	260	$4,810
June	0	$0	December	570	$10,545
			Annual Total	1,330 units	$24,605

EXAMPLE: Notice how December units (570) are nearly four times August units (150). This seasonal ramp is realistic for a food retail business and is exactly the kind of pattern lenders and investors expect to see in a well-prepared forecast.

Use the write-in table below to plan monthly volumes for each of your product or service lines:

Product / Service	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual

Panel 5 — Calc 3-4 Revenue Totals + Step 3-2 Other Income

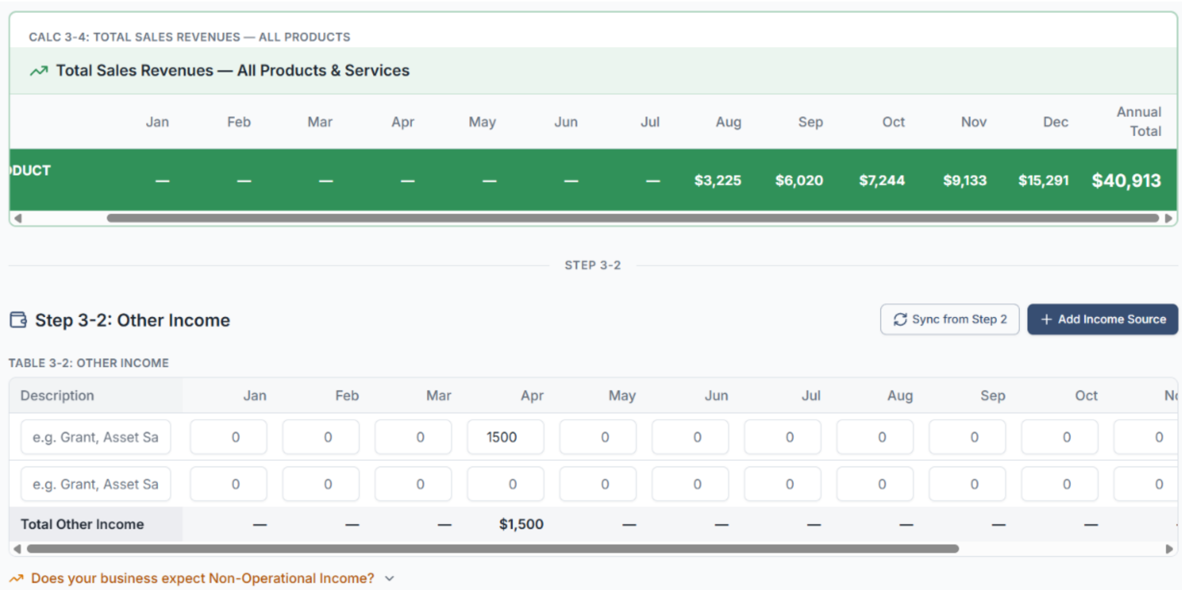

Figure 3-5: Calc 3-4 Total Sales Revenues and Step 3-2 Other Income Entry

Calc 3-4 — Total Sales Revenues

After you have entered all product and service lines, the app automatically calculates **Calc 3-4: Total Sales Revenues — All Products & Services**. This is a read-only summary row — no data entry is needed. It shows the combined monthly revenue from all your product and service lines and the annual total. In the XYZ example, total sales revenues are **$40,913** for the year, with the first revenue appearing in August.

Step 3-2 — Other Income

Other income is any money your business expects to receive that is not from selling your core products or services. Common examples include grants, crowdfunding proceeds, asset sale proceeds, interest earned on cash balances, and one-time consulting fees outside your normal business model.

Other Income Type	Description	Accounting Treatment
Grants	Non-repayable funds from government agencies, foundations, or competitions	Other Income on Income Statement
Crowdfunding proceeds	Revenue-based crowdfunding (not equity-based — equity goes in Step 2)	Other Income on Income Statement
Asset sale proceeds	Proceeds from selling a business asset (vehicle, equipment)	Other Income on Income Statement
Interest income	Interest earned on cash balances or short-term investments	Other Income on Income Statement
Sync from Step 2	Use this button to automatically import income sources you already entered in Step 2	Carries forward from Step 2 data

TIP: If you already entered income sources in Step 2 (Funding Plan), click "Sync from Step 2" to import them automatically rather than re-entering them here.

Use the write-in table below to plan your other income sources if they were not captured from App 2:

Description	Amount ($)	Month Expected	Source / Notes

Panel 6 — Table 3-Summary: Total Revenue by Month


REVENUE SUMMARY

TABLE 3-SUMMARY: TOTAL SALES AND OTHER INCOME BY MONTH FOR BASE YEAR 1

$ Total Revenue Summary

Revenue Source	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales Revenues (Calc 3-4)	—	—	—	—	—	—	—	$3,225	$6,020	$7,244	$9,133	$15,291
Other Income (Calc 3-6)	—	—	—	$1,500	—	—	—	—	—	—	—	—
Check: Calc 3-4 Total Sales ($40,913) matches Sales Revenues row above — figures reconcile.												
TOTAL REVENUE (Calc 3-8)	—	—	—	$1,500	—	—	—	$3,225	$6,020	$7,244	$9,133	$15,291

Figure 3-6: Table 3-Summary — Total Sales and Other Income by Month

What This Panel Shows

Table 3-Summary is a read-only reconciliation panel — no data entry is required. It consolidates your Sales Revenues (from Step 3-1) and Other Income (from Step 3-2) into a single monthly view and calculates Total Revenue for each month. A green reconciliation badge confirms that the Calc 3-4 total matches the Sales Revenues row, verifying that no data has been lost or double-counted.

XYZ Test Company — Revenue Summary

Revenue Line	Jan–Mar	Apr	May–Jul	Aug	Sep	Oct	Nov	Dec	Annual
Sales Revenues	$0	$0	$0	$3,225	$6,020	$7,244	$9,133	$15,291	$40,913
Other Income	$0	$1,500	$0	$0	$0	$0	$0	$0	$1,500
TOTAL REVENUE	$0	$1,500	$0	$3,225	$6,020	$7,244	$9,133	$15,291	$42,413

REVIEW CHECKPOINT: Review this summary carefully before moving to Step 3-3. If any month looks unexpectedly high or low, go back to Step 3-1 and check the unit volumes for that month. It is much easier to correct an error here than after you have completed Step 4.

If you want to double check the numbers, write your own monthly revenue summary below for reference:

Revenue Line	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual

Panel 7 — Step 3-3 Sales Mix Summary + Save & Finalize

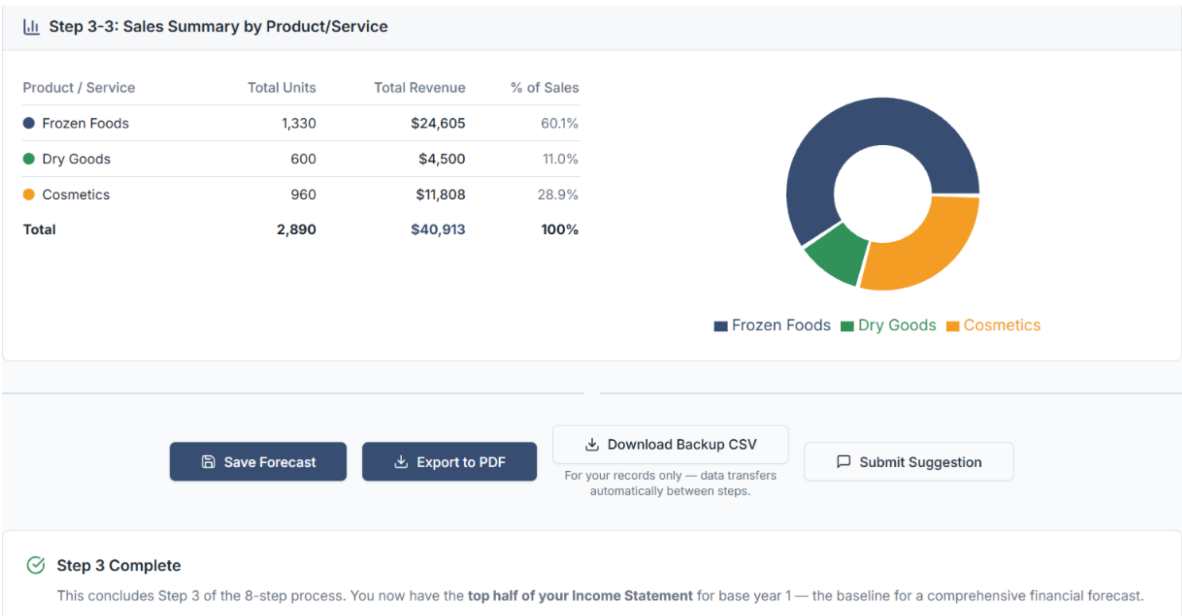

Figure 3-7: Step 3-3 Sales Mix Summary and Save & Finalize Panel

Step 3-3 — Sales Mix by Product / Service

Step 3-3 is a read-only summary that shows the annual units, annual revenue, and percentage of total sales for each product or service line. A donut chart provides a visual representation of the sales mix. This is one of the most useful panels in Step 3 for business planning — it immediately shows which products are driving the most revenue and whether your business is over-reliant on a single line.

XYZ Test Company — Sales Mix

Product / Service	Total Units	Total Revenue	% of Sales
Frozen Foods	1,330	$24,605	60.1%
Dry Goods	600	$4,500	11.0%
Cosmetics	960	$11,808	28.9%
TOTAL	2,890	$40,913	100%

PLANNING TIP: If one product accounts for more than 60% of your revenue, consider whether that concentration creates risk. Lenders and investors often ask about this. Having a second or third product line that is growing is a positive signal.

Save & Finalize — Action Buttons

Button	What It Does
Save Forecast	Saves all Step 3 data and makes it available to Step 4 automatically
Export to PDF	Generates a formatted PDF of your revenue forecast for sharing with advisors or lenders
Download Backup CSV	Downloads a CSV file of your data for your own records — data transfers automatically between steps, so this is for backup only
Submit Suggestion	Send feedback or a feature request to the development team

IMPORTANT: Always click "Save Forecast" before navigating away from Step 3. The app will remind you if you try to leave without saving, but it is good practice to save regularly as you work.

Step 3 Complete: You now have the top half of your Income Statement for base year 1 — Total Revenue broken out by month. Proceed to Step 4 to build the bottom half: your Cost Model.

Quick Reference — App 3 / Step 3 Checklist

Use this checklist to confirm you have everything ready before going online and to verify your work before saving and finalizing Step 3.

Panel	What to Have Ready	Where It Goes in the App	Done?
Table 3-P	Target audience size and preferred marketing activities for each channel	Preliminary volume estimate — guides Step 3-1 entries	☐
Step 3-1	Name, price, and monthly unit volumes for each product or service line; note your first sale month or Approach 2 – Industry Benchmark is applied	Sales Revenues on the Income Statement	☐
Step 3-2	No data entry - Description, amount, and expected month for any grants, asset sales, or other non-sales income	Other Income on the Income Statement	☐
Table 3-Summary	No data entry — review that monthly totals look reasonable and the reconciliation badge is green	Total Revenue on the Income Statement	☐
Step 3-3	No data entry — review the sales mix percentages and confirm no single line is unexpectedly dominant	Management reporting and investor discussions	☐
Save & Finalize	Click Save Forecast; optionally export to PDF and download backup CSV	Locks Step 3 data for use in Step 4	☐
Proceed to Step 4	Confirm Step 3 is saved before opening Step 4 — Cost Model	Bottom half of the Income Statement	☐