AHEAD
WHOLESALE

FINANCIAL PLANNING MODEL

Updated post-launch management case

AHEAD is now a launched marketplace, so this model should no longer read like a pre-launch fundraising exercise. It is a planning framework for measuring whether the existing supplier infrastructure, broad catalog and discovery-led brand can convert traffic into repeatable orders over time.

The model intentionally remains conservative: it does not assume immediate profitability, and the projections below are management scenarios - not historical results or guaranteed forecasts.

CURRENT OPERATING CONTEXT

9,259	24	22	8,381
SUPPLIER-PRODUCT RECORDS	SUPPLIERS	SHOPPING DESTINATIONS	GOOGLE-DISCOVERED PAGES

BASE MANAGEMENT CASE

Orders	1,500	7,500	40,000
Average order value	$85	$85	$85
Revenue	$127,500	$637,500	$3,400,000
Gross profit @ 31%	$39,525	$197,625	$1,054,000
Variable costs @ 22%	$28,050	$140,250	$748,000
Operating result	($79,000)	($123,000)	($24,000)

The Year 1 goal is proof of demand. Year 2 tests repeatability and larger acquisition channels. Year 3 tests whether scale can move the operating model toward break-even.

ECONOMIC ASSUMPTIONS

The original model used a 31% gross-margin planning assumption. AHEAD's actual pricing is supplier-specific, so this figure should be replaced over time with realized gross margin by supplier and order. A 40% markup on cost, by itself, produces about a 28.6% gross margin before other costs; higher-markup items can lift the blended result.

Average order value	$85	Actual completed-order AOV
Blended gross margin	31%	Realized margin by supplier / order
Marketing + content	12% of revenue	Actual customer-acquisition and content spend
Returns reserve	4% of revenue	Actual refund / return rate
Payment processing	3% of revenue	Actual processor fees
Variable operations	3% of revenue	Actual order-linked operating cost
Fulfillment	Supplier-direct where supported	Actual supplier shipping and exception costs

WHAT MATTERS MORE THAN REVENUE RIGHT NOW

- **Traffic quality:** Are paid and organic visitors actually browsing product pages and adding items to cart?
- **Conversion:** What percentage of qualified sessions become orders?
- **Real margin:** Which suppliers and destinations create the strongest gross profit dollars after fees and returns?
- **Customer acquisition cost:** How much does it cost to acquire a first order by channel?
- **Repeat purchase:** Do customers return to AHEAD because the discovery experience gives them a reason to come back?
- **Operational exceptions:** How often do supplier-direct orders create cancellations, delays, refunds or support costs?

Management rule: replace assumptions with observed data as soon as enough transactions exist to make the metric meaningful.

CAPITAL PLAN

The earlier model proposed a $300,000 initial raise. Because AHEAD is now launched and the founder's current approach is to let the marketplace grow patiently, the amount should be treated as an optional scale-capital case - not money AHEAD must raise simply to remain online.

$300,000 OPTIONAL SCALE-CAPITAL CASE

Demand + content	35%	$105,000	Customer acquisition, product demonstrations, social/video content and channel testing.
Technology + automation	25%	$75,000	Marketplace improvements, supplier automation, data workflows and scaling infrastructure.
Supplier + operations	15%	$45,000	Onboarding, support and a repeatable supplier operating playbook.
Legal + accounting	10%	$30,000	Contracts, compliance, accounting and transaction readiness.
Working capital	10%	$30,000	Cash-flow timing, operating needs and transaction flexibility.
Reserve	5%	$15,000	Contingency for unexpected operating requirements.

WHAT SCALE CAPITAL SHOULD PROVE

- **Demand:** Identify channels that consistently generate qualified traffic and completed orders.
- **Unit economics:** Establish actual AOV, blended gross margin, processing cost, return rate and acquisition cost.
- **Supplier playbook:** Standardize onboarding, merchandising, inventory/image upkeep and fulfillment expectations.
- **Retention:** Determine which destinations create repeat visits and repeat purchases.
- **Scale case:** Decide from actual evidence whether larger growth capital is justified.

INVESTOR / ACQUIRER READINESS

AHEAD should now separate two different conversations: **growth capital** and a **strategic acquisition**. An investor model asks what capital can prove. An acquisition discussion asks what the existing brand, infrastructure, supplier network and future option value are worth to a strategic owner.

MEASUREMENT DASHBOARD TO BUILD FROM REAL ORDERS

Sessions by channel	Shows where qualified attention is coming from.
Product-page views / session	Tests whether AHEAD's discovery proposition is working.
Add-to-cart rate	Separates browsing interest from purchase intent.
Checkout conversion	Shows how much intent survives through payment.
Average order value	Replaces the current $85 planning assumption.
Gross margin dollars / order	More useful than markup alone for understanding economics.
Customer acquisition cost	Determines whether paid growth can scale.
Return / cancellation rate	Measures supplier-direct friction and margin leakage.
Repeat purchase rate	Tests whether AHEAD is becoming a destination rather than a one-time visit.

CFO NOTE

No valuation is proposed in this financial model. The immediate purpose is to establish a disciplined baseline, collect real post-launch operating data and avoid pretending that early projections are evidence. If AHEAD later pursues outside capital or a strategic sale, the strongest model will be the one that clearly separates verified operating history from management assumptions.

Planning document only. Current scale indicators reflect recent internal/catalog and Search Console observations. Projections and capital allocations are management assumptions and are not guarantees of future performance.