FREE SAMPLE PREVIEW • 4-PAGE HIGHLIGHT EDITION

MICRO-SAAS FINANCIAL MODEL & INVESTOR DUE DILIGENCE KIT

Official sample preview from The Creator Store. Inspect the architecture, active formula structures, and due diligence frameworks included inside the full customer deliverable.

24-Month Pro-Forma
Dynamic MRR waterfall & AI token scaling.

Dark & Light Themes
Two complete production .xlsx workbooks.

Cap Table Simulator
Pre/Post money dilution & ESOP pool sizing.

40+ Data Room Audit
Delaware legal, IP deeds & SOC2 checklist.

`FULL PACKAGE DELIVERABLE CONTAINS: 2x Interactive Excel Workbooks + 16-Page Master PDF Guide + Google Sheets Link`

The 7-Engine Architecture of the Financial Model

This preview demonstrates the interconnected architecture powering the financial model. Every number in the Executive Dashboard flows dynamically from underlying forecast and budget sheets.

00 Executive Dashboard

Consolidates ARR, Active Subscribers, LTV:CAC, Runway Buffer, and 3-Year Pro-Forma EBITDA.

01 Revenue Forecast

3-tier subscription model ($29, $79, $299), monthly acquisition funnels, and MRR waterfall.

02 Expense Budget

Scalable cloud infrastructure, AI token inference costs ($0.45/sub), tooling, and marketing.

03 Headcount Plan

Founder compensation and staggered milestone hiring with 15% employer tax burdens.

04 Cash Flow Runway

3-month trailing burn rate calculation and automated 6-month critical warning flag.

05 Cap Table Dilution

Pre-round equity, 10% unallocated ESOP pool, and $350K seed round simulation.

06 Data Room Audit

40+ verification checkpoints across Corporate, IP, Financial, Security, and Contracts.

Essential SaaS Unit Economics: Validated Benchmarks

The financial model enforces institutional-grade SaaS benchmarks. Review the formulas and targets wired into every sheet of the workbook.

RATIO 01 **Customer Lifetime Value (LTV)**

```
LTV = (ARPU × Gross Margin %) ÷ Monthly Logo Churn %
```

Tracks net gross profit per customer. Built-in benchmarks target $1,200–$1,800+ for micro-SaaS tiers.

RATIO 02 **Customer Acquisition Cost (CAC)**

```
CAC = (Total S&M Spend) ÷ (New Customers Acquired)
```

Includes paid acquisition, content marketing, and affiliate fees amortized over new paid accounts.

RATIO 03 **LTV : CAC Ratio**

6.7x (Target > 3.0x)

Confirms highly efficient, non-dilutive capital return on customer acquisition spend.

RATIO 04 **CAC Payback Period**

3.4 Mo (Target < 12 Mo)

Reinvest subscription cash rapidly back into marketing loops to accelerate growth.

RATIO 05 **The Rule of 40**

54.2% (Target ≥ 40%)

Combines YoY ARR growth rate with EBITDA profit margin for premium acquisition multiples.

Cap Table Modeling & Investor Diligence Framework

The kit provides mathematical clarity for fundraising and data room preparation. Below is a snapshot of the pre/post round capitalization engine and due diligence checklist.

CAP TABLE **Dilution Simulation**

- **Founders Equity Pre-Round:** 45.0% each (9,000,000 shares total)
- **Unallocated ESOP Pool:** 10.0% (1,000,000 options)
- **Seed Investment Target:** $350,000 at $3,150,000 Pre-Money
- **Post-Money Valuation:** $3,500,000 (10.00% Seed Dilution)
- **Founder Retention Post-Round:** 40.5% each (81% control)

DATA ROOM **40+ Audit Items**

- **Corporate:** Delaware Cert, Bylaws, 83(b) certified election receipts.
- **Intellectual Property:** Founder & contractor IP assignment deeds.
- **Financial:** Reconciled Stripe exports & 12M bank statements.
- **Security:** SOC 2 Type I readiness & disaster recovery RPO/RTO.
- **Status:** Dynamic automated completion percentage formula.

Ready to unlock the complete system?

Purchase the full **Micro-SaaS Financial Model & Due Diligence Kit** on Getly for instant access to both unlocked Excel workbooks (Dark & Light Mode), the 16-page master playbook PDF, and 1-click Google Sheets import.