

Model Inputs and Financial Plans

UNIT ECONOMICS -- revenue		2023	2024	2025	2026	2027	2028	Jul 2022	Aug 2022	Sep 2022
SaaS Product 1										
- Existing Clients	count	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- New Clients	count	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- Monthly Churn Rate	%	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- Net Clients (EOY)	count	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- Yearly Increase in Net Revenue/ Client	%	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- Net Revenue/ Client	Values in €	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Total Revenue from SaaS Product 1	Values in €	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
avg Existing clients per year		XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
New Clients		XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
avg. Net Clients per year		XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
SaaS Product 2										
SaaS Product 2 as % of MRR	%	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
SaaS Product 2 Revenue/ New Client	Values in €	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Total SaaS Product 2 Revenue	Values in €	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
SaaS Product 3										
SaaS Product 3 Revenue as % of MRR	%	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Total SaaS Product 3 Revenue	Values in €	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Monthly Recurring										
- Existing Clients	count	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- New Clients	count	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- Monthly Churn Rate	%	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- Net Clients	count	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- Yearly Increase in Net Revenue/ Client	%	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
- Net Revenue/ Client	Values in €	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Total Monthly Recurring Revenue (MRR)	Values in €	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Total Revenue	Values in €	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX

SAMPLE MODEL

XYZ Company

DCF Valuation

Free Cash Flow Calculation

Values in €

Particulars (year ended 30th June)	Projected
	2028
Total Income	XXXX
COGS & Personnel Cost	XXXX
Gross profit	XXXX
Rent & Office	XXXX
Marketing & Sales Expenses	XXXX
Other Expenses	XXXX
EBITDA	XXXX
Interest Expense	-XXXX
Depreciation & Amortization	XXXX
Tax	XXXX
Net Income	XXXX

Values in €

Cash Flow (€):	Projected
	2028
EBITDA	XXXX
Capital Expenditure	-XXXX
Changes in Working Capital	XXXX
Tax	-XXXX
Free Cash Flow to firm - FCFF	XXXX

Growth Assumptions	
Long Term Growth Rate	XXXX
WACC	XXXX

Discounted Cash Flow (€):	2028	2028
		Terminal Value
Projected Year	XXXX	XXXX
FCF	XXXX	XXXX
Discount Factor	XXXX	XXXX
Discounted CF	XXXX	XXXX
Enterprise Value		

Sensitivity Analysis

		11.78%	17.78%	18.78%
Terminal FCF Growth Rates	1.00%	XXXX	XXXX	XXXX
	1.25%	XXXX	XXXX	XXXX
	1.50%	XXXX	XXXX	XXXX
	1.75%	XXXX	XXXX	XXXX
	2.00%	XXXX	XXXX	XXXX
	2.25%	XXXX	XXXX	XXXX
	2.50%	XXXX	XXXX	XXXX
	2.75%	XXXX	XXXX	XXXX
	3.00%	XXXX	XXXX	XXXX

Maximum
75th Percentile
Median
25th Percentile
Minimum

XYZ Company

WACC

Variable	Value	Basis
Cost of Capital		
Risk Free rate	xxxx	XX 10 years Bond Yield (19th December, 2022)
Market Risk Premium	xxxx	Statista
Average levered Beta	xxxx	Relevered beta of market comparables
Cost of equity		
Country Risk Premium	xxxx	Damodaran, Data: Current January 5, 2022
Company Specific Risk Premium	xxxx	Ref CSRP Tab
Small Size Premium	xxxx	On the basis of Company's 5 years EBITDA Margin
Cost of equity CAPM		
Cost of Debt		
Pre-tax Cost of Debt	xxxx	
Corporate Tax Rate	xxxx	
After-tax Cost of Debt		
% Equity	xxxx	Company's Long term plan
% Debt	xxxx	
WACC	xxxx	