

Kaldune Revenue Plan

Hicham — here's your revenue architecture, all three pieces and they agree with each other to the dollar. The Revenue Plan is the investor-grade book, the shelf version a diligence team walks page by page: your thesis, the three-motion customer architecture, the month-by-month ramp from zero to ~\$25M, the milestone gates, and net revenue retention as the hero lever — the number your whole snowball turns on. The Modeling Simulator is the half you drive: move the levers and the 24-month engine recomputes live, push the endpoint from \$25M toward \$50M and watch what velocity and retention it demands, all private in your own browser. The Model of Record is the full bottoms-up workbook with live formulas — the source of truth both the book and the simulator read from. Base case is \$24.7M ARR at month 24, mix holding 74.6% enterprise, with \$50M marked as your North Star, never dressed as a forecast. The first million is the grind, the snowball carries it from there — exactly the shape you described.

1. **The Revenue Plan** ([plan/kaldune-revenue-plan.pdf](#)): Open this first — the investor-grade dossier. 18 pages: the thesis, your three-motion customer architecture, the month-by-month ramp to ~\$25M, the milestone gates, net revenue retention as the hero lever, the assumptions and sensitivity band, the comparables with each figure's verification status, and the eight easy-to-miss consequences. The shelf artifact — the version a diligence team walks page by page.
2. **The Modeling Simulator** ([simulator/kaldune-simulator.html](#)): The half you drive. Double-click to open in any browser. Move new-logo velocity, net retention, seats per logo, prosumer volume and churn — the whole 24-month engine recomputes in front of you. The endpoint slider runs \$25M to \$50M; push it and it tells you the honest cost in logos-a-month and retention. Everything runs in your browser — nothing you type ever leaves the page, so pour real numbers in privately. Agrees with the workbook to the dollar on the defaults.
3. **The Model of Record** ([model/kaldune-revenue-model.pdf](#)): The full bottoms-up cohort model — 5 sheets, live formulas that compute when you open it in Excel. The source of truth the plan and the simulator both read from. Walk it cell by cell: the driver table with your ranges, the enterprise cohort recursion, the plans and PAYG motions, and the consolidated 24-month ramp.

Everything here also arrives as one zip: the Download kit.