

Driver	Base	Low	High Unit / note
ENTERPRISE MOTION			
			the moat, the snowball
New enterprise logos/mo (month-24 exit rate)	49.00	25.00	65.00 primary velocity dial; ramps from ~0 in grind months
Starting seats per new logo	8.00	4.00	12.00 land small: a pilot department, walks toward ~20-30
Mature seats per logo (life ceiling)	20.00	12.00	30.00 expansion target ~20 seats at ~\$5K/mo
\$/seat/mo (enterprise)	250.00	200.00	300.00 20 seats x \$250 = \$5,000/mo/logo at maturity
Net revenue retention (annual)	175.0%	135.0%	195.0% THE HERO LEVER; net of logo churn
Monthly NRR factor (derived)	1.05		= annual NRR ^ (1/12)
PLANS MOTION			
			the wallet ladder
New plan subscribers/mo (month-24 exit, blended)	85.00	40.00	130.00 self-serve + tourist-to-resident conversion
Blended \$/plan subscriber/mo	465.00	350.00	560.00 mix-weighted across Studio/Growth/Agency/Teams
Monthly plan churn	6.0%	4.0%	9.0% self-serve SaaS churn at this price band
PROSUMER / PAYG MOTION			
			the tourists, top-of-funnel
New PAYG users/mo (month-24 exit)	2,000.00	600.00	3,500.00 volume dial; ramps from ~50/mo
Avg spend/user/mo (PAYG)	45.00	25.00	70.00 \$25 entry pack is the floor
Monthly PAYG churn	55.0%	40.0%	70.0% tourists come and go; revenue from first brief
ECONOMICS			
			measured 2026-08-20
Blended gross margin	78.0%	64.0%	85.0% Entry ~64% / Craft 70%+ / Professional 85%+
Collection float (days of enterprise rev)	45.00	30.00	60.00 net-30/60 enterprise vs prepaid compute COGS

Month	New logos	Cumulative logos	Cohort entry MRR	Installed enterprise MRR
1	0	0	\$0	\$0
2	0	0	\$0	\$0
3	1	1	\$2,000	\$2,000
4	2	3	\$4,000	\$6,095
5	3	6	\$6,000	\$12,386
6	4	10	\$8,000	\$20,978
7	6	16	\$12,000	\$33,979
8	8	24	\$16,000	\$51,601
9	11	35	\$22,000	\$76,065
10	14	49	\$28,000	\$107,696
11	17	66	\$34,000	\$146,837
12	20	86	\$40,000	\$193,847
13	23	109	\$46,000	\$249,101
14	26	135	\$52,000	\$312,993
15	28	163	\$56,000	\$383,935
16	30	193	\$60,000	\$462,264
17	35	228	\$70,000	\$554,332
18	38	266	\$76,000	\$656,795
19	42	308	\$84,000	\$772,150
20	45	353	\$90,000	\$899,012
21	50	403	\$100,000	\$1,041,930
22	52	455	\$104,000	\$1,195,671
23	54	509	\$108,000	\$1,360,751
24	55	564	\$110,000	\$1,535,712

Month	New subscribers	Active subscribers	Plans MRR
1	2	2	\$930
2	4	6	\$2,734
3	7	13	\$5,825
4	11	23	\$10,591
5	15	36	\$16,930
6	20	54	\$25,214
7	25	76	\$35,327
8	30	101	\$47,157
9	35	130	\$60,603
10	40	163	\$75,566
11	45	198	\$91,957
12	50	236	\$109,690
13	55	277	\$128,684
14	60	320	\$148,863
15	64	365	\$169,691
16	68	411	\$191,129
17	72	458	\$213,142
18	75	506	\$235,228
19	78	554	\$257,384
20	80	600	\$279,141
21	82	646	\$300,523
22	83	691	\$321,086
23	84	733	\$340,881
24	85	774	\$359,953

Month	New PAYG users	Active PAYG users	PAYG MRR
1	80	80	\$3,600
2	150	186	\$8,370
3	240	324	\$14,567
4	350	496	\$22,305
5	470	693	\$31,187
6	600	912	\$41,034
7	750	1,160	\$52,215
8	900	1,422	\$63,997
9	1,050	1,690	\$76,049
10	1,200	1,960	\$88,222
11	1,350	2,232	\$100,450
12	1,480	2,484	\$111,802
13	1,600	2,718	\$122,311
14	1,700	2,923	\$131,540
15	1,780	3,095	\$139,293
16	1,850	3,243	\$145,932
17	1,900	3,359	\$151,169
18	1,940	3,452	\$155,326
19	1,965	3,518	\$158,322
20	1,980	3,563	\$160,345
21	1,990	3,593	\$161,705
22	1,995	3,612	\$162,542
23	1,998	3,623	\$163,054
24	2,000	3,631	\$163,374

Month	Enterprise MRR	Plans MRR	PAYG MRR	Total MRR	ARR	Ent %	Plans %	PAYG % Milestone	Blended GM \$	Collection float \$
1	\$0	\$930	\$3,600	\$4,530	\$54,360	0.0%	20.5%	79.5%	\$3,533	\$0
2	\$0	\$2,734	\$8,370	\$11,104	\$133,250	0.0%	24.6%	75.4%	\$8,661	\$0
3	\$2,000	\$5,825	\$14,567	\$22,392	\$268,700	8.9%	26.0%	65.1%	\$17,465	\$3,000
4	\$6,095	\$10,591	\$22,305	\$38,991	\$467,893	15.6%	27.2%	57.2%	\$30,413	\$9,143
5	\$12,386	\$16,930	\$31,187	\$60,504	\$726,047	20.5%	28.0%	51.5%	\$47,193	\$18,580
6	\$20,978	\$25,214	\$41,034	\$87,226	\$1,046,717	24.0%	28.9%	47.0% \$1M — first million	\$68,037	\$31,467
7	\$33,979	\$35,327	\$52,215	\$121,521	\$1,458,254	28.0%	29.1%	43.0%	\$94,787	\$50,969
8	\$51,601	\$47,157	\$63,997	\$162,755	\$1,953,063	31.7%	29.0%	39.3%	\$126,949	\$77,402
9	\$76,065	\$60,603	\$76,049	\$212,716	\$2,552,591	35.8%	28.5%	35.8%	\$165,918	\$114,097
10	\$107,696	\$75,566	\$88,222	\$271,484	\$3,257,812	39.7%	27.8%	32.5%	\$211,758	\$161,544
11	\$146,837	\$91,957	\$100,450	\$339,245	\$4,070,935	43.3%	27.1%	29.6%	\$264,611	\$220,256
12	\$193,847	\$109,690	\$111,802	\$415,340	\$4,984,076	46.7%	26.4%	26.9%	\$323,965	\$290,771
13	\$249,101	\$128,684	\$122,311	\$500,096	\$6,001,152	49.8%	25.7%	24.5%	\$390,075	\$373,652
14	\$312,993	\$148,863	\$131,540	\$593,396	\$7,120,750	52.7%	25.1%	22.2%	\$462,849	\$469,490
15	\$383,935	\$169,691	\$139,293	\$692,919	\$8,315,029	55.4%	24.5%	20.1%	\$540,477	\$575,903
16	\$462,264	\$191,129	\$145,932	\$799,325	\$9,591,903	57.8%	23.9%	18.3%	\$623,474	\$693,396
17	\$554,332	\$213,142	\$151,169	\$918,643	\$11,023,716	60.3%	23.2%	16.5% \$10M	\$716,542	\$831,498
18	\$656,795	\$235,228	\$155,326	\$1,047,350	\$12,568,197	62.7%	22.5%	14.8%	\$816,933	\$985,193
19	\$772,150	\$257,384	\$158,322	\$1,187,857	\$14,254,278	65.0%	21.7%	13.3%	\$926,528	\$1,158,226
20	\$899,012	\$279,141	\$160,345	\$1,338,498	\$16,061,979	67.2%	20.9%	12.0% \$15M	\$1,044,029	\$1,348,518
21	\$1,041,930	\$300,523	\$161,705	\$1,504,158	\$18,049,899	69.3%	20.0%	10.8%	\$1,173,243	\$1,562,895
22	\$1,195,671	\$321,086	\$162,542	\$1,679,300	\$20,151,598	71.2%	19.1%	9.7% \$20M	\$1,309,854	\$1,793,507
23	\$1,360,751	\$340,881	\$163,054	\$1,864,687	\$22,376,241	73.0%	18.3%	8.7%	\$1,454,456	\$2,041,127
24	\$1,535,712	\$359,953	\$163,374	\$2,059,040	\$24,708,483	74.6%	17.5%	7.9%	\$1,606,051	\$2,303,569