

Lottery Trends AI

Financial Projections

July 2025

LotteryTrendsAI.com

Lottery Trends AI - Financial Projections For Venture Capital Consideration July 2025

Disclaimer

Disclaimer: The following financial projections are forward-looking statements based on a set of internal assumptions and market analysis.

They are intended to provide a potential financial outlook and are not a guarantee of future performance. Actual results may vary.





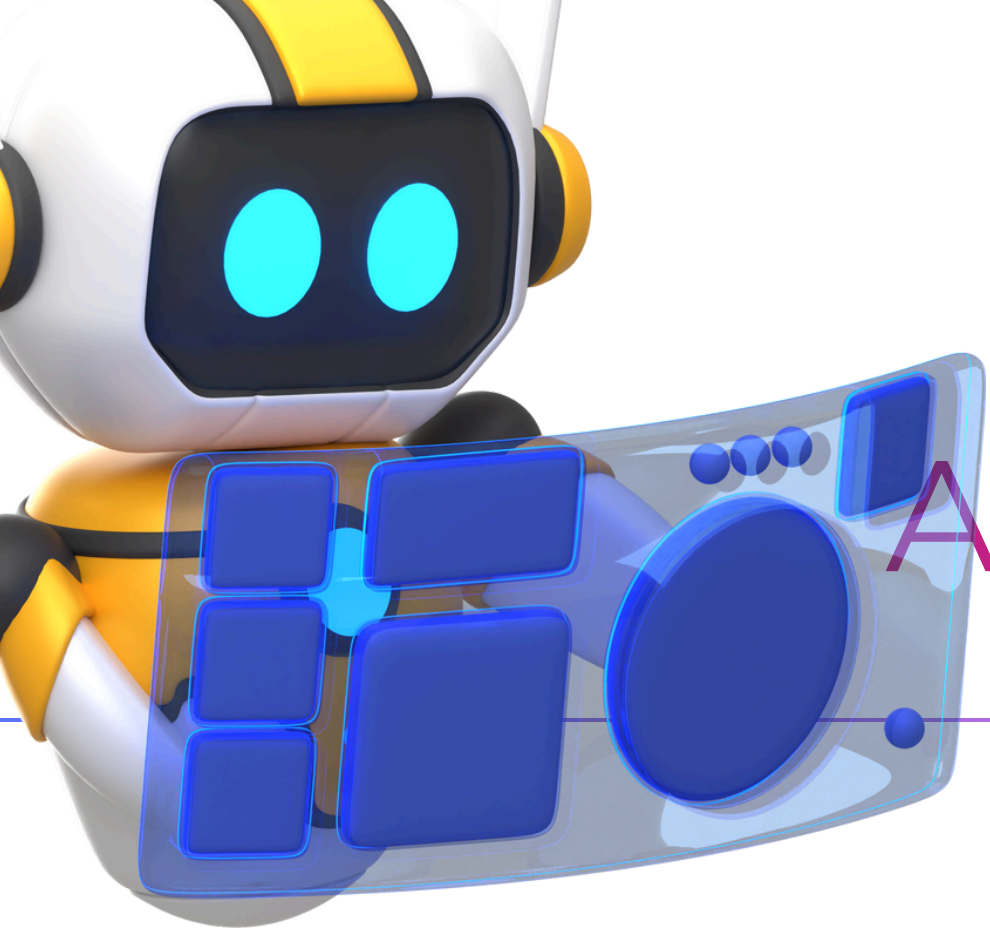
Our financial model is built upon the following key drivers:

Core Assumptions



Pricing & Revenue Model:

- Pro Tier: \$9.99 per month.
- Annual Subscription Discount: 20% discount for annual payment (\$95.90/year), assuming 30% of Pro users choose this option.
- Average Revenue Per User (ARPU): Approximately \$100/year before platform fees. After fees (~3%), net ARPU is ~\$97/year. (Note: This is a more detailed assumption than the blended ~\$60/year in the pitch deck, reflecting a more mature user base).
- Syndicate Tier: Modeled as a minor but growing revenue stream, starting with a few high-value clients.



Core Assumptions

Key Expenses:

- Personnel: Headcount growth focused on Engineering and Marketing in Year 1 & 2. Salaries are based on competitive market rates.
- Marketing & Sales: A significant investment post-seed funding to drive user acquisition, calculated as a percentage of revenue and new user targets.
- Infrastructure (COGS): Server and data processing costs are estimated to be ~10% of total revenue, scaling with user growth.
- G&A (General & Administrative): Includes legal, software, office, and other administrative costs, estimated at ~15% of total operating expenses.

User Growth & Conversion:

- User Acquisition: Driven by digital marketing campaigns funded by the seed round.
- Free-to-Paid Conversion Rate: A conservative 5% of active free users will convert to the Pro Tier annually.
- Churn Rate: An estimated average monthly churn rate of 3% for Pro subscribers, which is typical for consumer SaaS products.





3-Year Financial Projections



Metric	Year 1	Year 2	Year 3
User Base			
Active Free Users	100,000	750,000	3,000,000
Paid Users (Pro Tier)	5,000	50,000	250,000

Revenue			
Subscription Revenue	\$485,000	\$4,850,000	\$24,250,000
Syndicate Tier Revenue	\$15,000	\$150,000	\$750,000
Total Revenue	\$500,000	\$5,000,000	\$25,000,000

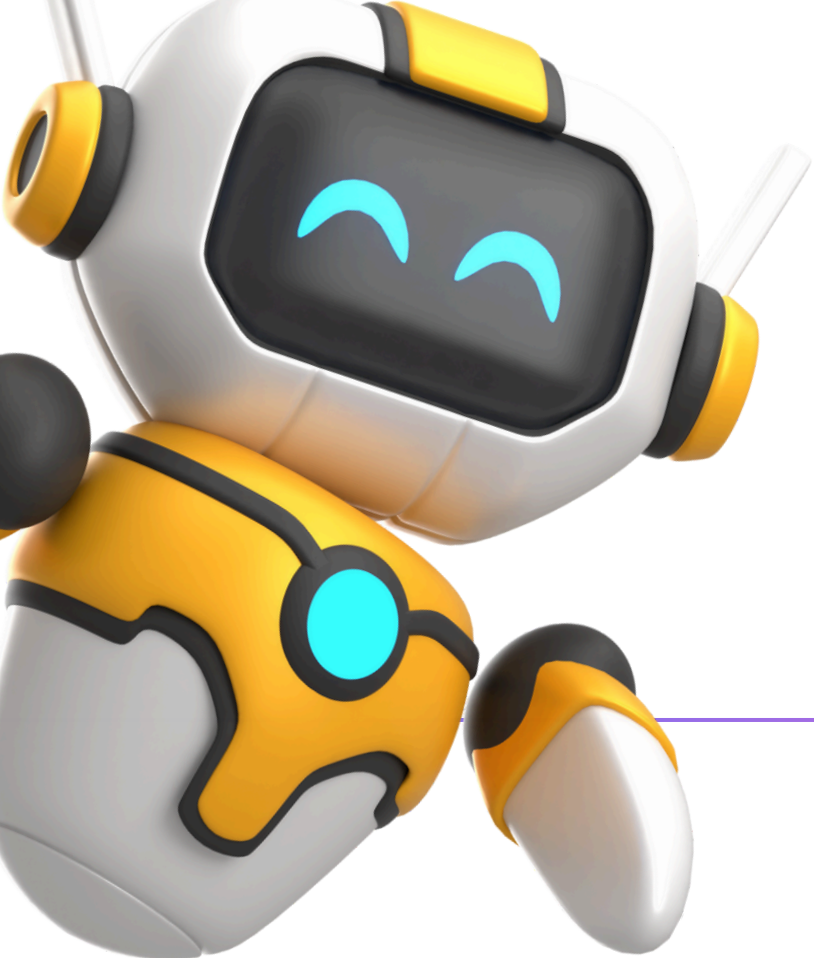
COGS

Infrastructure & Data Costs	\$50,000	\$500,000	\$2,500,000
Payment Processing Fees	\$15,000	\$150,000	\$750,000
Gross Profit	\$435,000	\$4,350,000	\$21,750,000
Gross Margin %	87%	87%	87%

Operating Expenses

Product Development	\$300,000	\$800,000	\$2,500,000
Marketing & Sales	\$250,000	\$1,500,000	\$5,000,000
General & Administrative	\$150,000	\$450,000	\$1,500,000
Total Operating Expenses	\$700,000	\$2,750,000	\$9,000,000
Profit / Loss	(\$265,000)	\$1,600,000	\$12,750,000

Note: The figures in this detailed projection are slightly different from the simplified pitch deck version to reflect more detailed cost breakdowns and revenue assumptions, but they follow the same growth trajectory.



Headcount Plan

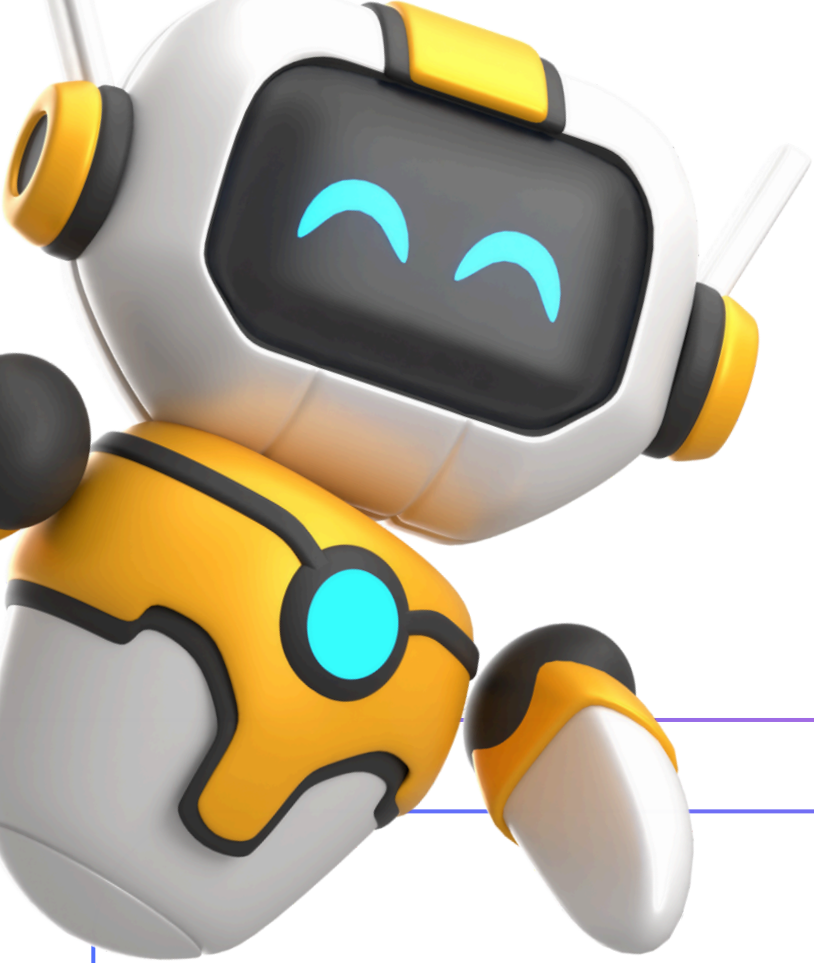
Use of Funds Narrative

The \$500,000 seed investment isn't just funding; it's the rocket fuel we need to hit our major goals in Years 1 and 2. We'll use this capital strategically to build a strong foundation that can scale rapidly.

This seed money gives us the essential runway to reach profitability by Year 2, making our business self-sustaining. From there, we'll be perfectly positioned for a larger Series A funding round to power our global expansion.

Department	Year 1	Year 2	Year 3
Founder/CEO	1	1	1
Engineering/Product	3	6	12
Marketing&Sales	1	3	8
Operations/Admin	1	2	4
Total Headcount	6	12	25





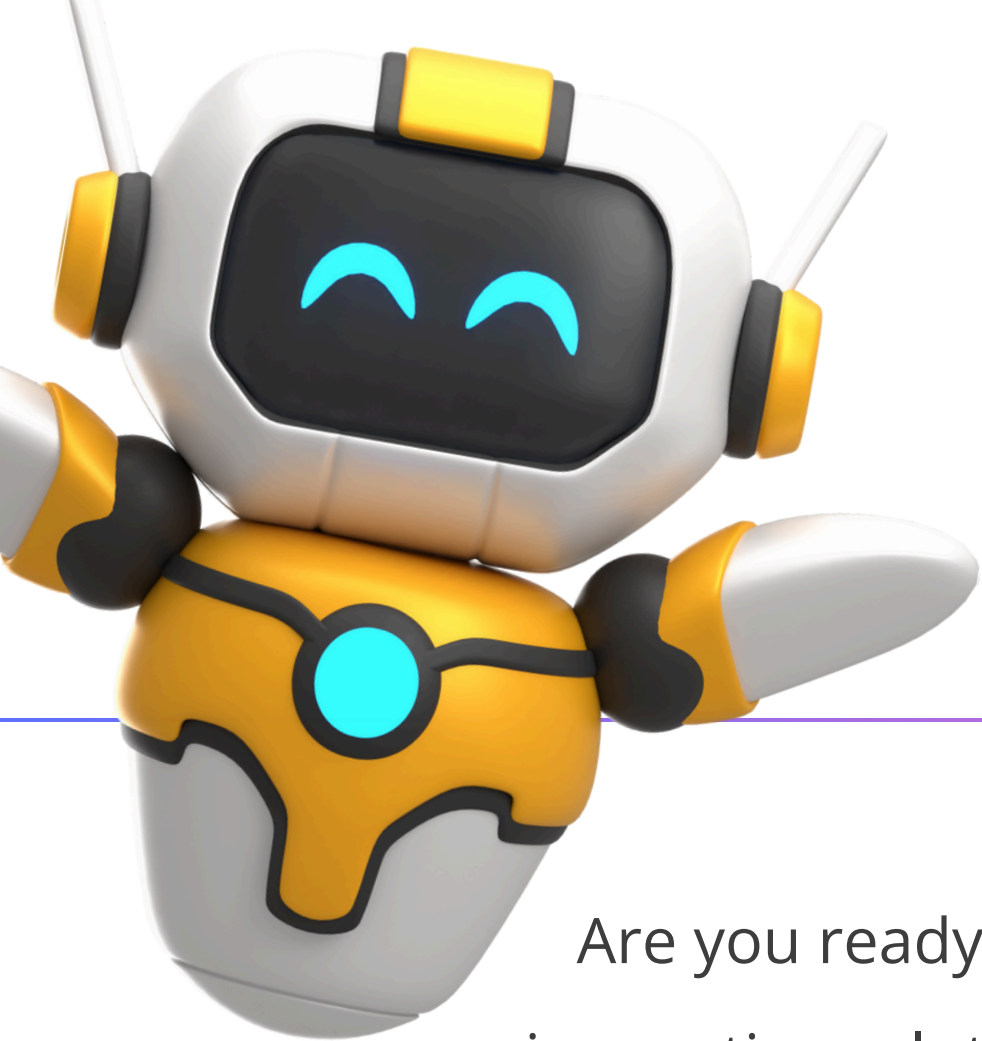
Use of Funds Narrative



Product Development (40% - \$200k): This allocation allows us to immediately hire 2-3 senior engineers. Their primary focus will be on transitioning our prototype into a robust, scalable platform and developing the native iOS and Android applications, which are critical for user retention and accessibility in our target markets.

Marketing & Sales (35% - \$175k): These funds are dedicated to executing a multi-channel digital marketing strategy focused on user acquisition. We will invest in content marketing, social media advertising, and partnerships in Thailand, Vietnam, and Laos to drive brand awareness and build a strong initial user base for our official launch.

Operations (25% - \$125k): This portion ensures operational stability. It will cover 12-18 months of runway for server costs, essential software licenses, legal fees for company setup and compliance, and other administrative overhead, allowing the team to focus entirely on product and growth.



Thank You

Are you ready to transform business with innovative solutions from Lottery Trends AI Company? Contact us today to learn more

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