

Financial Model Template

3-Year Financial Projections for [Company Name]

Instructions

This financial model template helps you create comprehensive financial projections for your business. Fill in the blue cells with your data, and the formulas will automatically calculate projections.

Recommended Tools:

- Microsoft Excel
- Google Sheets
- Apple Numbers

How to Use:

1. Start with the Assumptions tab
2. Fill in your revenue and cost assumptions
3. Review auto-calculated projections
4. Adjust assumptions based on scenarios

1. Key Assumptions

Revenue Assumptions

Pricing Model:

- Product/Service 1: \$[Price] per [unit/month/year]

- Product/Service 2: \$[Price] per [unit/month/year]
- Product/Service 3: \$[Price] per [unit/month/year]

Customer Acquisition:

- Month 1 New Customers: [Number]
- Monthly Growth Rate: [%]
- Churn Rate: [%] per month

Revenue Mix:

- Product/Service 1: [%]
- Product/Service 2: [%]
- Product/Service 3: [%]

Cost Assumptions

Cost of Goods Sold (COGS):

- Variable Cost per Unit: \$[Amount]
- Gross Margin Target: [%]

Operating Expenses (Monthly):

Personnel:

- Founders/Executives: \$[Amount]
- Engineering/Product: \$[Amount]
- Sales/Marketing: \$[Amount]
- Operations/Admin: \$[Amount]

Marketing & Sales:

- Customer Acquisition Cost (CAC): \$[Amount]
- Marketing Budget: \$[Amount]/month
- Sales Commissions: [%] of revenue

Technology & Infrastructure:

- Software/SaaS Tools: \$[Amount]/month
- Hosting/Cloud Services: \$[Amount]/month
- Other Tech Costs: \$[Amount]/month

General & Administrative:

- Office Rent: \$[Amount]/month
- Insurance: \$[Amount]/month
- Legal/Accounting: \$[Amount]/month
- Other G&A: \$[Amount]/month

2. Revenue Projections (3 Years)

Year 1 - Monthly Breakdown

Month	New Customers	Total Customers	Churn	Net Customers	MRR	Total Revenue
Jan	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Feb	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Mar	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Apr	[X]	[X]	[X]	[X]	\$[X]	\$[X]
May	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Jun	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Jul	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Aug	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Sep	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Oct	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Nov	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Dec	[X]	[X]	[X]	[X]	\$[X]	\$[X]
Total Y1				[X]		\$[X]

Year 2-3 - Quarterly Breakdown

Quarter	New Customers	Total Customers	Revenue	YoY Growth
Y2 Q1	[X]	[X]	\$[X]	[%]
Y2 Q2	[X]	[X]	\$[X]	[%]
Y2 Q3	[X]	[X]	\$[X]	[%]
Y2 Q4	[X]	[X]	\$[X]	[%]
Y2 Total		[X]	\$[X]	[%]
Y3 Q1	[X]	[X]	\$[X]	[%]
Y3 Q2	[X]	[X]	\$[X]	[%]
Y3 Q3	[X]	[X]	\$[X]	[%]
Y3 Q4	[X]	[X]	\$[X]	[%]
Y3 Total		[X]	\$[X]	[%]

3. Profit & Loss Statement (P&L)

3-Year Summary

Line Item	Year 1	Year 2	Year 3
Revenue			
Product/Service Revenue	\$[X]	\$[X]	\$[X]
Other Revenue	\$[X]	\$[X]	\$[X]
Total Revenue	\$[X]	\$[X]	\$[X]
Cost of Revenue			
COGS	\$[X]	\$[X]	\$[X]
Gross Profit	\$[X]	\$[X]	\$[X]
Gross Margin %	[%]	[%]	[%]
Operating Expenses			
Sales & Marketing	\$[X]	\$[X]	\$[X]
Research & Development	\$[X]	\$[X]	\$[X]
General & Administrative	\$[X]	\$[X]	\$[X]
Total OpEx	\$[X]	\$[X]	\$[X]
EBITDA	\$([X])	\$([X])	\$[X]
EBITDA Margin %	([%])	([%])	[%]
Depreciation & Amortization	\$[X]	\$[X]	\$[X]
Operating Income (EBIT)	\$([X])	\$([X])	\$[X]
Interest Expense	\$[X]	\$[X]	\$[X]

Line Item	Year 1	Year 2	Year 3
Net Income	\$([X])	\$([X])	\$[X]
Net Margin %	([%])	([%])	[%]

4. Cash Flow Statement

3-Year Summary

Line Item	Year 1	Year 2	Year 3
Operating Activities			
Net Income	\$([X])	\$([X])	\$[X]
Depreciation & Amortization	\$[X]	\$[X]	\$[X]
Changes in Working Capital	\$([X])	\$([X])	\$([X])
Cash from Operations	\$([X])	\$([X])	\$[X]
Investing Activities			
Capital Expenditures	\$([X])	\$([X])	\$([X])
Cash from Investing	\$([X])	\$([X])	\$([X])
Financing Activities			
Equity Raised	\$[X]	\$[X]	\$[X]
Debt Raised	\$[X]	\$[X]	\$[X]
Debt Repayment	\$([X])	\$([X])	\$([X])
Cash from Financing	\$[X]	\$[X]	\$([X])
Net Change in Cash	\$[X]	\$[X]	\$[X]
Beginning Cash Balance	\$[X]	\$[X]	\$[X]
Ending Cash Balance	\$[X]	\$[X]	\$[X]

5. Balance Sheet

Year-End Snapshots

Line Item	Year 1	Year 2	Year 3
Assets			
Cash & Cash Equivalents	\$[X]	\$[X]	\$[X]
Accounts Receivable	\$[X]	\$[X]	\$[X]
Inventory	\$[X]	\$[X]	\$[X]
Total Current Assets	\$[X]	\$[X]	\$[X]
Property, Plant & Equipment	\$[X]	\$[X]	\$[X]
Intangible Assets	\$[X]	\$[X]	\$[X]
Total Assets	\$[X]	\$[X]	\$[X]
Liabilities			
Accounts Payable	\$[X]	\$[X]	\$[X]
Accrued Expenses	\$[X]	\$[X]	\$[X]
Short-term Debt	\$[X]	\$[X]	\$[X]
Total Current Liabilities	\$[X]	\$[X]	\$[X]
Long-term Debt	\$[X]	\$[X]	\$[X]
Total Liabilities	\$[X]	\$[X]	\$[X]
Equity			
Common Stock	\$[X]	\$[X]	\$[X]
Retained Earnings	\$([X])	\$([X])	\$[X]

Line Item	Year 1	Year 2	Year 3
Total Equity	\$[X]	\$[X]	\$[X]
Total Liabilities & Equity	\$[X]	\$[X]	\$[X]

6. Key Metrics & Ratios

Unit Economics

Metric	Value
Average Revenue Per Customer (ARPC)	\$[X]
Customer Acquisition Cost (CAC)	\$[X]
Customer Lifetime Value (LTV)	\$[X]
LTV:CAC Ratio	[X]:1
CAC Payback Period	[X] months
Monthly Churn Rate	[%]
Net Revenue Retention	[%]

Financial Health Ratios

Metric	Year 1	Year 2	Year 3
Gross Margin	[%]	[%]	[%]
Operating Margin	([%])	([%])	[%]
Net Margin	([%])	([%])	[%]
Current Ratio	[X]	[X]	[X]
Debt-to-Equity Ratio	[X]	[X]	[X]
Burn Rate (\$/month)	\$[X]	\$[X]	\$[X]
Runway (months)	[X]	[X]	[X]

7. Break-Even Analysis

Monthly Break-Even Point

Fixed Costs (Monthly): \$[Amount]

Variable Costs:

- Per Unit: \$[Amount]
- As % of Revenue: [%]

Average Sale Price: \$[Amount]

Break-Even Calculations:

- Units Needed: [X] units/month
- Revenue Needed: \$[Amount]/month
- Customers Needed: [X] customers

Timeline to Break-Even: Month [X] of Year [Y]

8. Funding Requirements

Capital Needs

Use of Funds	Amount	% of Total
Product Development	\$[X]	[%]
Sales & Marketing	\$[X]	[%]
Team Hiring	\$[X]	[%]
Operations	\$[X]	[%]
Working Capital	\$[X]	[%]
Total Funding Needed	\$[X]	100%

Funding Timeline

- **Seed Round:** \$[Amount] - [Date]
- **Series A:** \$[Amount] - [Date]
- **Series B:** \$[Amount] - [Date]

9. Scenario Analysis

Best Case, Base Case, Worst Case

Metric	Worst Case	Base Case	Best Case
Year 3 Revenue	\$[X]M	\$[X]M	\$[X]M
Year 3 Customers	[X]K	[X]K	[X]K
Customer Growth Rate	[%]	[%]	[%]
Gross Margin	[%]	[%]	[%]
Break-Even Month	Month [X]	Month [X]	Month [X]
Funding Required	\$[X]M	\$[X]M	\$[X]M

10. Sensitivity Analysis

Impact of Key Variables

If Customer Acquisition Cost increases by 20%:

- Impact on LTV:CAC: [Change]
- Impact on Profitability: [Change]
- Additional Funding Needed: \$[Amount]

If Churn Rate increases by 5%:

- Impact on Year 3 Revenue: [Change]
- Impact on Customer Count: [Change]
- Impact on LTV: [Change]

If Pricing decreases by 10%:

- Impact on Revenue: [Change]
- Impact on Gross Margin: [Change]

- Impact on Break-Even: [Change]

Notes & Assumptions

Key Assumptions:

1. [Assumption 1]
2. [Assumption 2]
3. [Assumption 3]

Risks to Financial Projections:

1. [Risk 1]
2. [Risk 2]
3. [Risk 3]

Opportunities for Upside:

1. [Opportunity 1]
2. [Opportunity 2]
3. [Opportunity 3]

Need help building your financial model? Get expert AI coaching at [GrowthMentor](#)

Recommended Next Steps:

1. Fill in all assumptions with realistic data
2. Validate assumptions with market research
3. Create monthly projections for Year 1
4. Build scenario models (best/base/worst case)
5. Review with financial advisor or mentor