

# Financial Model Template

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## 3-Year Financial Projections for [Company Name]

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### Instructions

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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
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## 1. Key Assumptions

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### 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
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## 2. Revenue Projections (3 Years)

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### 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]	[%]

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### 3. Profit & Loss Statement (P&L)

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#### 3-Year Summary

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

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

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# 4. Cash Flow Statement

## 3-Year Summary

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



# 5. Balance Sheet

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## Year-End Snapshots

Line Item	Year 1	Year 2	Year 3
<b>Assets</b>			
Cash & Cash Equivalents	\$[X]	\$[X]	\$[X]
Accounts Receivable	\$[X]	\$[X]	\$[X]
Inventory	\$[X]	\$[X]	\$[X]
<b>Total Current Assets</b>	<b>\$[X]</b>	<b>\$[X]</b>	<b>\$[X]</b>
Property, Plant & Equipment	\$[X]	\$[X]	\$[X]
Intangible Assets	\$[X]	\$[X]	\$[X]
<b>Total Assets</b>	<b>\$[X]</b>	<b>\$[X]</b>	<b>\$[X]</b>
<b>Liabilities</b>			
Accounts Payable	\$[X]	\$[X]	\$[X]
Accrued Expenses	\$[X]	\$[X]	\$[X]
Short-term Debt	\$[X]	\$[X]	\$[X]
<b>Total Current Liabilities</b>	<b>\$[X]</b>	<b>\$[X]</b>	<b>\$[X]</b>
Long-term Debt	\$[X]	\$[X]	\$[X]
<b>Total Liabilities</b>	<b>\$[X]</b>	<b>\$[X]</b>	<b>\$[X]</b>
<b>Equity</b>			
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

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### 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]
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# 9. Scenario Analysis

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## 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

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# 10. Sensitivity Analysis

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## 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]
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## Notes & Assumptions

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### 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]
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**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