



INFINITI

Financial Model & Projections 2026-2028

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1. Revenue Model Overview

INFINITI generates revenue through multiple streams, creating a diversified and resilient financial model:

Revenue Stream	Type	Expected Contribution
Platform Subscriptions (DIY)	Recurring MRR	25%
Concierge Services	Recurring + Project	35%
Studio Equity Stakes	Long-term Capital Gains	20%
Talent Placement	Commission	10%
Co-Investment Fund	Management Fee + Carry	10%

2. Unit Economics

Metric	DIY Tier	Concierge Tier	Studio Tier
Monthly Price	\$499	\$5K-20K	Equity-based
CAC	\$500	\$2,000	\$5,000
LTV	\$6,000	\$120,000	\$500K+
LTV/CAC Ratio	12x	60x	100x+
Gross Margin	85%	45%	30% (cash) + equity
Payback Period	1 month	2 months	18-36 months



3. Three-Year Financial Projections

	Year 1 (2026)	Year 2 (2027)	Year 3 (2028)
Revenue	\$2.5M	\$8.5M	\$22M
COGS	\$1.4M	\$4.3M	\$9.9M
Gross Profit	\$1.1M	\$4.2M	\$12.1M
Gross Margin	44%	49%	55%
Operating Expenses	\$1.5M	\$3.5M	\$7.0M
EBITDA	-\$400K	\$700K	\$5.1M
Net Income	-\$500K	\$500K	\$4.5M
Headcount	25	60	120
Active Clients	30	80	200
Products Launched	12	25	40

4. Break-Even Analysis

Based on our blended average revenue per client and cost structure:

- **Break-even point:** 17 active clients (blended across tiers)
- **Monthly burn rate (pre-revenue):** \$80-120K
- **Runway with \$1M raise:** 10-12 months
- **Expected break-even timeline:** Month 8-10

5. Portfolio Equity Value Projection

Scenario	5-Year Portfolio Value	INFINITI Share (avg 30%)	Multiple on Investment
Conservative	\$50M	\$15M	15x
Base Case	\$150M	\$45M	45x
Optimistic	\$500M	\$150M	150x



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