

TableOne Financials																			
Historical P&L and Burn																			
On August 16th, 2024 we launched our monthly and annual passes. This was a non-recurring model.						On September 25th, 2024 we shifted to a recurring subscription model. The 280 who bought the annual pass between Aug 16 - Sep 25 were recognized from a reporting standpoint as Annual Subscribers.													
	Aug 16 - 31	Sep 1 - 25	Summary				Sep 25 - 30	Oct 1 - 31	Nov 1 - 30	Dec 1 - 31	Jan 1 - 31	Feb 1 - 28	March 1 - 14	Summary					
Customers						Subscribers													
Total Net New Customers	417	349	766	Total		Subscribers Beginning of Period	280	375	745	1,072	1,275	1,486	1,677						
Customer Acquisition Costs						Total New Subscribers	104	413	453	354	369	363	211	331	Average				
						Lost Subscribers	9	43	126	151	158	172	71	82	Average				
						MoM churn rate	n/a	11.47%	16.91%	14.09%	12.39%	11.57%	month ongoing	14.16%	Average				
Marketing Spend	\$0.00	\$0.00	\$0.00	Average		Subscribers End of Period	375	745	1,072	1,275	1,486	1,677	1,817						
Marketing Spend per Customer	\$0.00	\$0.00	\$0.00	Average		MoM growth rate	n/a	98.67%	43.89%	18.94%	16.55%	12.85%	month ongoing	53.83%	Average				
Static Operational Costs						MRR													
Tech Spend	-\$450.00	-\$374.85	-\$824.85	Total		MRR Beginning of Period	\$1,142.40	\$2,152.50	\$4,984.74	\$7,421.32	\$8,706.74	\$10,089.14	\$11,540.74						
Operational Services	-\$93.00	-\$77.47	-\$170.47	Total		New MRR - New Subscribers	\$934.04	\$3,219.24	\$3,570.58	\$2,644.42	\$2,804.40	\$2,758.80	\$1,603.60	\$13,172.68	Total				
Salaries	\$0.00	\$0.00	\$0.00	Total		Lost MRR - Churned Subscribers	\$76.06	-\$387.00	-\$1,134.00	-\$1,359.00	-\$1,422.00	-\$1,307.20	-\$539.60	-\$4,225.94	Total				
Cash						Net MRR End of Period	\$2,152.50	\$4,984.74	\$7,421.32	\$8,706.74	\$10,089.14	\$11,540.74	\$12,604.74	\$12,604.74	Current MRR				
						MoM MRR growth rate	n/a	131.58%	48.88%	17.32%	15.88%	14.39%	month ongoing	53.41%	Average				
Cash Beginning of Period	\$0.00	\$10,163.25				Customer Acquisition Costs													
Cash Coming In	\$11,194.00	\$8,087.00	\$19,281.00	Total		Marketing Spend	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Average				
Payment Fees	-\$487.75	\$0.00	-\$487.75	Total		Marketing Spend per Subscriber	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Average				
Net Revenue	\$10,706.25	\$8,087.00	\$18,793.25	Total		Static Operational Costs													
Net Cash Burn	-\$543.00	-\$452.32	-\$995.32	Total		Tech Spend	-\$75.15	-\$450.00	-\$450.00	-\$450.00	-\$450.00	-\$450.00	-\$225.00	-\$1,875.15	Total				
Cash End of Period	\$10,163.25	\$17,797.93				Services	-\$15.53	-\$64.00	-\$64.00	-\$64.00	-\$64.00	-\$64.00	-\$32.00	-\$271.53	Total				
Net Profit	\$10,163.25	\$7,634.68	\$17,797.93	Total		Cash													
profit margin	90.79%	94.41%	92.60%	Average		Cash Beginning of Period	\$17,797.93	\$19,859.75	\$26,988.33	\$36,579.95	\$46,906.32	\$58,472.55	\$70,787.83						
						Cash Coming In	\$2,152.50	\$8,019.50	\$10,604.00	\$11,375.00	\$12,676.00	\$13,462.00	\$7,016.00	\$44,827.00					
						Payment Fees	\$0.00	-\$376.92	-\$498.39	-\$534.63	-\$595.77	-\$632.71	-\$329.75	-\$2,005.70	Total				
															Total				
						Net Revenue	\$2,152.50	\$7,642.58	\$10,105.61	\$10,840.38	\$12,080.23	\$12,829.29	\$6,686.25	\$42,821.30	Total				
						Net Cash Burn	-\$90.68	-\$514.00	-\$514.00	-\$514.00	-\$514.00	-\$514.00	-\$257.00	-\$2,146.68	Total				
															Total				
						Cash End of Period	\$19,859.75	\$26,988.33	\$36,579.95	\$46,906.32	\$58,472.55	\$70,787.83	\$77,217.08						
						Net Profit	\$2,061.82	\$7,128.58	\$9,591.61	\$10,326.38	\$11,566.23	\$12,315.29	\$6,429.25	\$40,674.62					
						profit margin	95.79%	88.89%	90.45%	90.78%	91.25%	91.48%	91.64%	91.43%	Total				
															Average				