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Starter Kit Purchases	985	1083	1192	1311	1442	1586	1745	1919	2111	2323	2555	2810
Subscription Members	920	1012	1113	1225	1348	1483	1631	1794	1974	2171	2388	2627
# Essentials Members	598	658	724	796	876	964	1060	1166	1283	1411	1552	1708
# Signature Members	322	354	390	429	472	519	571	628	691	760	836	920
Power Stash Purchases	49	54	60	66	72	79	87	96	106	116	128	141
Total Revenue	\$64,887.19	\$71,393.40	\$78,547.61	\$86,415.01	\$95,067.26	\$104,583.11	\$115,049.19	\$126,560.71	\$139,222.38	\$153,149.39	\$168,468.38	\$185,318.66
Per-Kit Cost	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
Total Kits	14,265	15,695	17,268	18,998	20,900	22,992	25,292	27,823	30,607	33,668	37,036	40,740
# Shipments/Orders	1954	2150	2365	2601	2862	3148	3463	3810	4191	4610	5071	5578
cogs	\$28,530.35	\$31,390.87	\$34,536.32	\$37,995.35	\$41,799.49	\$45,983.34	\$50,585.00	\$55,646.32	\$61,213.35	\$67,336.72	\$74,072.13	\$81,480.82
Adapter Cost	\$838.64	\$922.46	\$1,014.67	\$1,116.10	\$1,227.68	\$1,350.43	\$1,485.45	\$1,633.98	\$1,797.36	\$1,977.08	\$2,174.78	\$2,392.25
3PL Cost	\$1,953.79	\$2,149.51	\$2,364.76	\$2,601.48	\$2,861.84	\$3,148.21	\$3,463.18	\$3,809.63	\$4,190.71	\$4,609.87	\$5,070.94	\$5,578.10
Shipping Cost	\$4,844.06	\$5,330.20	\$5,864.70	\$6,452.42	\$7,098.72	\$7,809.50	\$8,591.22	\$9,450.99	\$10,396.65	\$11,436.78	\$12,580.86	\$13,839.29
Gross Profit	\$28,720.35	\$31,600.36	\$34,767.18	\$38,249.66	\$42,079.52	\$46,291.64	\$50,924.34	\$56,019.78	\$61,624.32	\$67,788.93	\$74,569.67	\$82,028.20
Gross Margin	44.26%	44.26%	44.26%	44.26%	44.26%	44.26%	44.26%	44.26%	44.26%	44.26%	44.26%	44.26%
CAC	\$19,699.47	\$21,669.41	\$23,836.35	\$26,219.99	\$28,841.99	\$31,726.19	\$34,898.80	\$38,388.68	\$42,227.55	\$46,450.31	\$51,095.34	\$56,204.87
Opex	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00
Net Profit	\$1,020.88	\$1,930.95	\$2,930.82	\$4,029.67	\$5,237.54	\$6,565.45	\$8,025.54	\$9,631.10	\$11,396.77	\$13,338.62	\$15,474.33	\$17,823.33
Profit Margin	1.57%	2.70%	3.73%	4.66%	5.51%	6.28%	6.98%	7.61%	8.19%	8.71%	9.19%	9.62%
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									F	Future projections are not guaranteed		

Month