

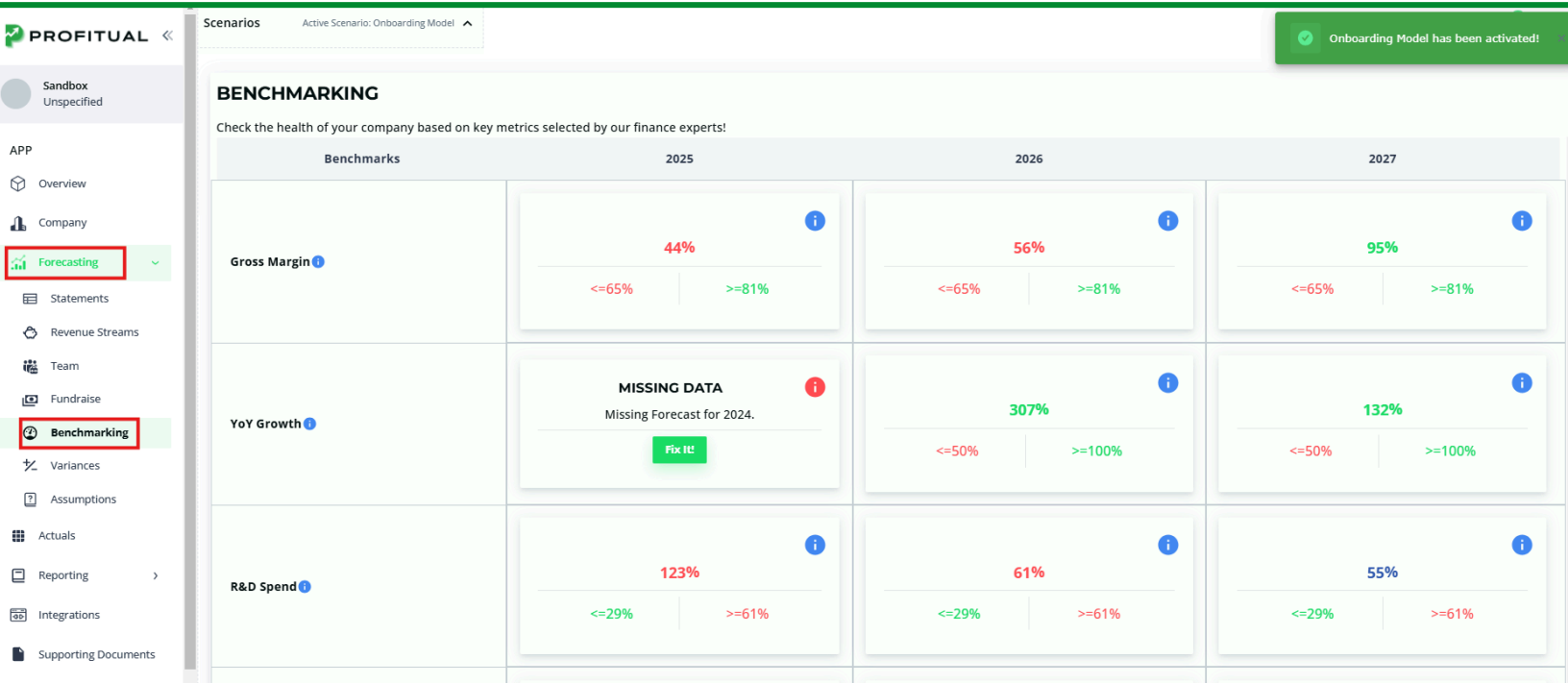
## Refine & Reforecast

The guide below highlights the various tools within the Profitual platform that will enable you to review, refine, and reforecast your financial model:

### Benchmarks:

- 1) Navigate to the Revenue Building Block in our Platform using the below path:

**Forecasting > Benchmarking:**



- 2) Information presented:

- a) Large number at the top of each box is the result of the designated benchmark in the Forecast that you have built
- b) Two smaller numbers below is the range that average companies fall within
- c) **Missing Data** indicates there is information missing to complete the calculation
  - i) NOTE - YoY Growth requires prior year Revenue and so will always be missing in year 1
  - ii) Click the **[Fix It]** button to navigate to where the input is required to resolve these issues
- d) "i" icons will give insights into the meaning of each Benchmark, as well as the formula to calculate it

- 3) About the Data:

- a) The averages provided are based on 3,500+ respondents over a 7 year period

- b) Results provided will change as your forecasted revenue amount changes based on the following buckets
  - i) <\$1M
  - ii) \$1-5M
  - iii) \$5-20M
  - iv) \$20-50M
  - v) >\$50M
- 4) How to use the tool
  - a) Consider where you are within or outside industry averages.
    - i) If within the average this is an indicator that your financial forecast is in-line with standard market expectations
    - ii) If outside the average two possible questions should come to mind:
      - (1) Is there information in the financial model that is unrealistic? Did I over/under estimate the cost?
      - (2) Do I have an understanding of why I might not meet market norms?
        - (a) EX// R&D spend if much higher than average in Yr 1 & 2 because my product is highly complex and will take more capital investment to develop
- 5) Benchmarking is a powerful tool for assessing reasonability of your model and identifying potential questions to expect from investors

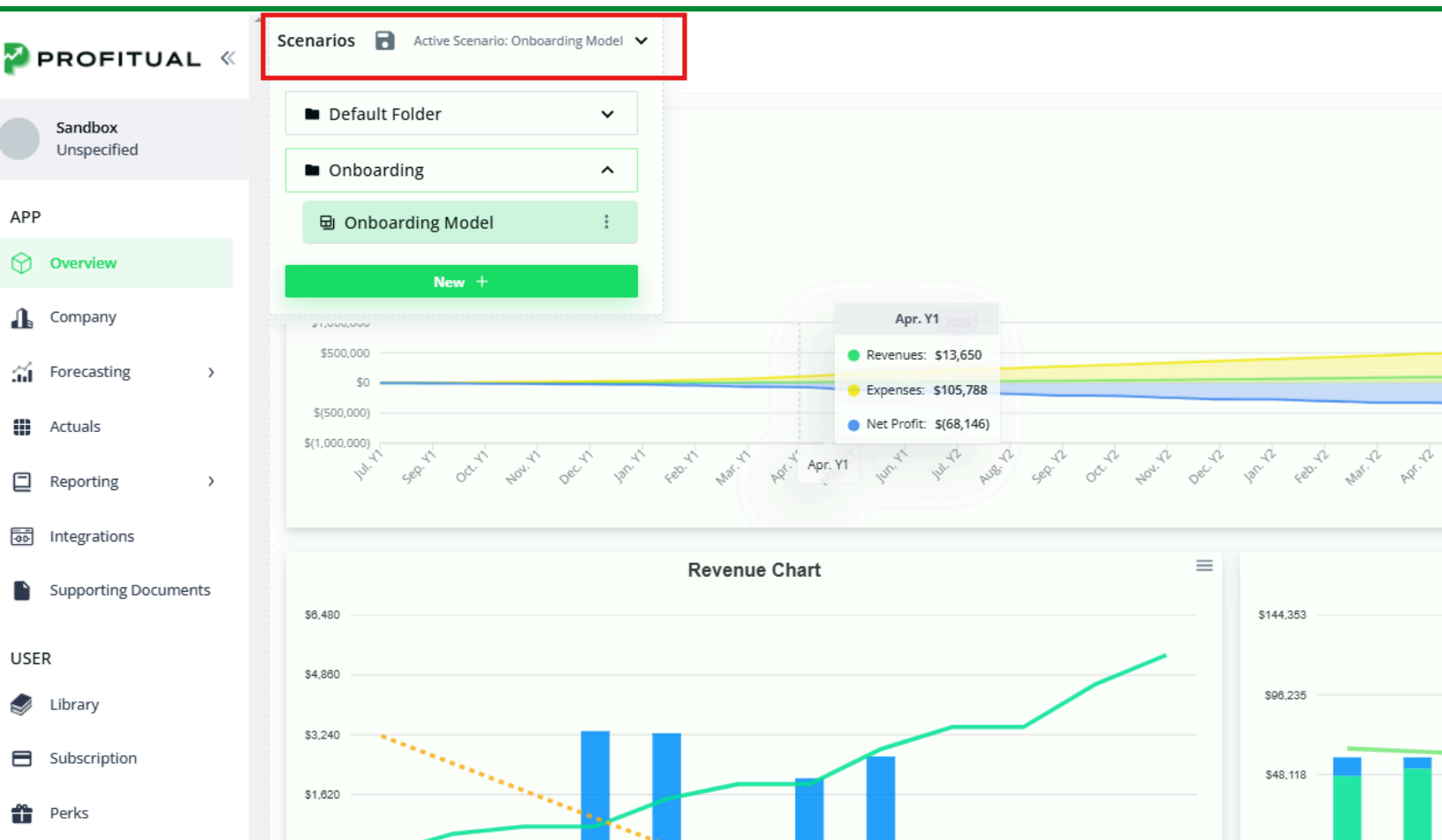
## Scenarios:

The link below will guide you to a Profitual article with a video walkthrough of utilizing the Scenario's tool described below:

[How to Create and Organize Scenarios](#)

- 1) Navigate to Scenarios tool:

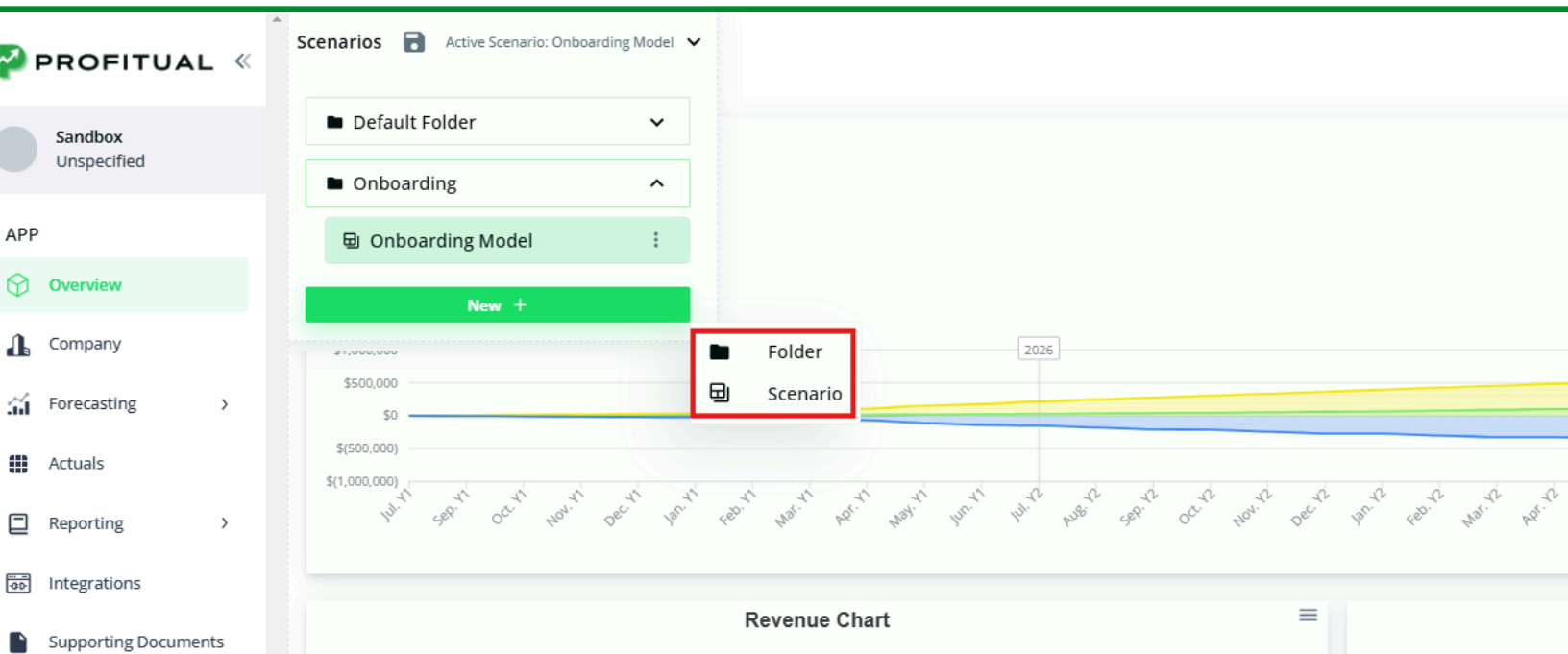
**Click drop down "Scenarios" bar at top of screen:**



2) Click on **[New +]** button

a) Select either:

- i) Folder - to create a new Folder to keep Scenarios organized
- ii) Scenario - to create a complete copy of an existing scenario where you can make changes independent to the original.



3) Scenario:

- a) Name - give a title to the scenario
- b) Base Scenario On - this will be the scenario that is copied as a starting point for your newly created scenario
- c) Folder - where to store the scenario
- d) Save

The screenshot shows a 'CREATE SCENARIO' form with the following fields:

- Name:** A text input field containing the word 'Conservative'.
- Base Scenario On:** A dropdown menu with 'Onboarding Model' selected.
- Folder:** A dropdown menu with 'Onboarding' selected. This field is highlighted with a green border.

At the bottom right of the form are two buttons: a blue 'Cancel' button and a green 'Save' button.

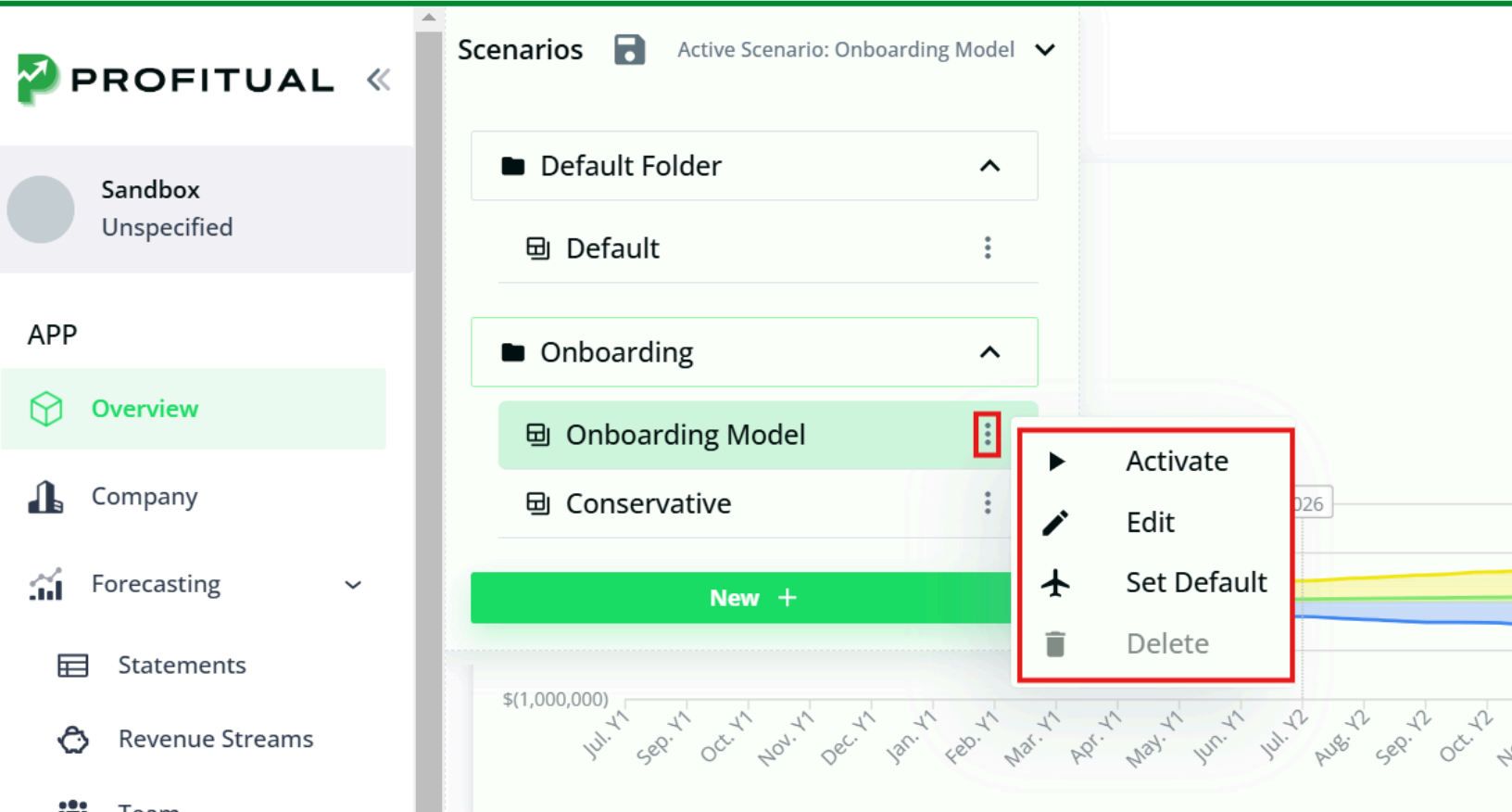
4) Folder:

- a) Click New+ > Folder > Enter name

The screenshot shows the Profitual application interface. On the left is a sidebar with the 'PROFITUAL' logo and a navigation menu including 'Sandbox Unspecified', 'APP', 'Overview', 'Company', 'Forecasting', 'Actuals', and 'Reporting'. The main area is titled 'Scenarios' and shows a list of scenarios: 'Default Folder', 'Default', 'Onboarding', 'Onboarding Model', and 'Conservative'. A green 'New +' button is at the bottom of the list. A red arrow points from the 'New +' button to a dropdown menu that appears. This menu has two options: 'Folder' and 'Scenario'. Another red arrow points from 'Folder' to a sub-menu where 'Investment Planning' is entered as a new folder name. The background shows a line chart with a timeline from July Y1 to January Y2.

5) Existing Scenario Options:

- a) Activate - The scenario will become the active scenario you are engaging with in the platform
  - i) This function can also be achieved by left clicking the scenario title
- b) Edit - Adjust the name of the scenario
- c) Set as Default - Determines which scenario is your primary scenario when opening the platform



## Variance Analysis:

This tool leverages the Integration set up in [Step 5\) Integrate your results](#) to compare your actual results to your forecast over various periods of your choice:

- 1) Navigate to Variances tool:

**Forecasting > Variances:**

**PROFITUAL** <<

Scenarios Active Scenario: Onboarding Model ^

Sandbox  
Unspecified

APP

- Overview
- Company
- Forecasting** ✓
- Statements
- Revenue Streams
- Team
- Fundraise
- Benchmarking
- Variances**
- Assumptions

**FORECAST VARIANCE**

Calendar Type: Calendar | Reporting Period: Last Month | From: February 2025 | To: February 2025 | By: Monthly

**Run Report**

**MONTHLY VARIANCE REPORT RUNNING FEBRUARY 2025 TO FEBRUARY 2025**

Title	February 2025			
	Actual	Forecast	Variance \$	Variance %
<b>REVENUES</b>				
Platform + Support	\$2,500	\$1,800	\$700	39%
Onboarding Fees	\$584	\$1,050	\$(466)	-44%
<b>Total Revenue</b>	\$3,084	\$2,850	\$234	8%
<b>COST OF REVENUE</b>				
Payroll	\$0	\$0	\$0	0%

2) Select the following inputs and review results

- Calendar Type:
  - Calendar or Fiscal year
- Reporting period
  - Gives options of monthly analysis, quarterly, year-to-date, etc..
- Date inputs
  - Select custom date ranges
- By
  - The period size displayed
    - I.e. see at a monthly level, quarterly, or annually