

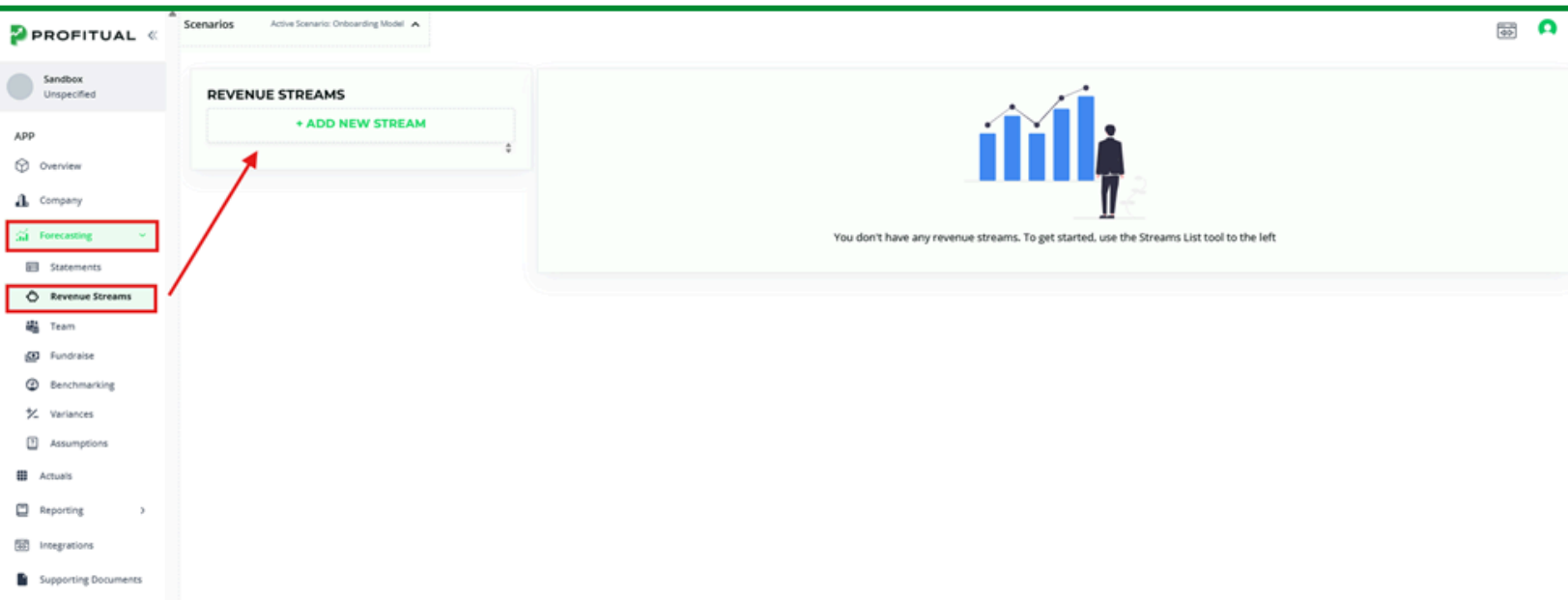
Revenue Building Block

The guide below gives a detailed step-by-step walkthrough of the Profitual Revenue Building Block.

General:

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

Forecasting > Revenue Streams



- 2) Select [**+ADD NEW STREAM**] button
- 3) Choose a Stream Type:
 - a) Subscription
 - b) Other
 - i) Note – Hardware, Consulting, Onboarding and Other options offer the same revenue stream format with alternative categorization options

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Description
Access to platform & level 1 support

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Existing	0	0	1	2	2	4	6	6	9	12	12	16	0
New	0	1	1	1	2	2	2	3	3	3	4	4	26
Churn	0	0	0	1	0	0	2	0	0	3	0	0	6
Total Customers	0	1	2	2	4	6	6	9	12	12	16	20	20

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Beginning	0	0	200	400	400	800	1,200	1,200	1,800	2,400	2,400	3,200	14,000
New	0	200	200	200	400	400	400	600	600		800	800	5,200
Churned	0	0	0	200	0	0	400	0	0	600	0	0	1,200
End	0	200	400	400	800	1,200	1,200	1,800	2,400	2,400	3,200	4,000	18,000



6) You are able to delete a Revenue Stream at anytime

REVENUE STREAMS

+ ADD NEW STREAM

- Platform + Support
Access to platform & level 1 support
- Onboarding Fees**
Price of new customers onboarding

ONBOARDING FEES

2025

Description: Price of new customers onboarding

BASIC REVENUE

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Onboarding Fees	0	0	0	0	0	0	0	0	0	0	0	0	0

- 7) Deleted Revenue Streams can be restored with their deleted state data at anytime.
- a) Note - New streams added will need a unique name to previously deleted Streams

CREATE STREAM

Stream Name*

Onboarding Fees

Stream Type: Subscription

Monthly Price: \$0

Cancel Save

Subscription:

Walkthrough of the Subscription Stream Type:

- 1) **[Create Stream]** Inputs
 - a) Stream Name
 - i) Title the revenue stream
 - b) Description

- i) Additional detail on the nature of revenue stream, or other helpful descriptor
- c) Stream Type
 - i) Subscription
- d) Monthly Price
 - i) How much your customers will be paying each month

CREATE STREAM

Stream Name*

Platform + Support

Description*

Access to platform & level 1 support

Stream Type

Subscription

Monthly Price

\$200

Cancel

Save

2) Once you select **[Save]** in above step, you will arrive at the below Revenue template

REVENUE STREAMS

+ ADD NEW STREAM

Platform + Support

Access to platform & level 1 support

PLATFORM + SUPPORT

Monthly Price

\$200

Description

Access to platform & level 1 support

CUSTOMERS

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Existing	0	0	0	0	0	0	0	0	0	0	0	0	0
New	0	0	0	0	0	0	0	0	0	0	0	0	0
Churn	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Customers	0	0	0	0	0	0	0	0	0	0	0	0	0

FORECAST MRR

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Beginning	0	0	0	0	0	0	0	0	0	0	0	0	0
New	0	0	0	0	0	0	0	0	0	0	0	0	0
Churned	0	0	0	0	0	0	0	0	0	0	0	0	0
End	0	0	0	0	0	0	0	0	0	0	0	0	0

- 3) All inputs from the **[Create Stream]** window are able to be adjusted within the red outlined boxes above
- 4) To begin forecasting your revenue inputs are in the **[Customer Table]** > Lines **[New]** and **[Churn]** as shown below:

PLATFORM + SUPPORT

2025

Monthly Price

\$200

Description

Access to platform & level 1 support

CUSTOMERS

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Existing	0	0	1	2	2	4	6	6	9	12	12	16	0
New	0	1	1	1	2	2	2	3	3	3	4	4	26
Churn	0	0	0	1	0	0	2	0	0	3	0	0	6
Total Customers	0	1	2	2	4	6	6	9	12	12	16	20	20

FORECAST MRR

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Beginning	0	0	200	400	400	800	1,200	1,200	1,800	2,400	2,400	3,200	14,000
New	0	200	200	200	400	400	400	600	600	600	800	800	5,200
Churned	0	0	0	200	0	0	400	0	0	600	0	0	1,200
End	0	200	400	400	800	1,200	1,200	1,800	2,400	2,400	3,200	4,000	18,000

5) The Monthly Recurring Revenue [MRR] calculations will be automatically generated based on your customer forecast and monthly price

Other:

Walkthrough of the Subscription Stream Type:

- 1) **Create Stream** Inputs
 - a) Stream Name
 - i) Title the revenue stream
 - b) Description
 - i) Additional detail on the nature of revenue stream, or other helpful descriptor
 - c) Stream Type
 - i) Hardware, Consulting, Onboarding, Other

CREATE STREAM

Stream Name*

Description*

Stream Type

[Cancel](#) [Save](#)

2) Once you select **[Save]** in above step, you will arrive at the below Revenue template

ONBOARDING FEES

2025

Description
Price of new customers onboarding

BASIC REVENUE

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Onboarding Fees	0	0	0	0	0	0	0	0	0	0	0	0	0

- 3) All inputs from the **[Create Stream]** window are able to be adjusted within the red outlined boxes above
- 4) To begin forecasting, input your revenue expectations by month to the table shown above.
- 5) For Revenue projections requiring formula driven inputs a supporting excel sheet can be used and saved to our **[Supporting Documents]** feature shown below to ensure all financial information & detail is maintained in one secure location
 - a) Example dollars per unit per customer
 - b) If you require support in creating a revenue projection in excel, please reach out to support@profitual.ai

PROFITUAL

Sandbox

Unspecified

APP

Overview

Company

Forecasting

Statements

Revenue Streams

Team

Fundraise

Benchmarking

Variances

Assumptions

Scenarios

Active Scenario: Onboarding Model

SUPPORTING DOCUMENTS

DRAG & DROP FILES HERE OR CLICK TO UPLOAD

Document Name	Document Type	Document Size	Actions
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