

Modeling the Future

Using Key Metrics to Create a
Simple 5-Year Financial Forecast

Modeling Your Business



Exploration

Documentation



Capitalization

Mequoda Strategy Model

Mequoda Strategy Model Green Gardens Network	Year 1	Year 2	Year 3	Year 4	Year 5
Search Universe	384,708,900	384,708,900	384,708,900	384,708,900	384,708,900
Visibility Index	10%	10%	10%	10%	10%
Search Impressions	38,470,890	38,470,890	38,470,890	38,470,890	38,470,890
Click Thru Rate	10%	10%	10%	10%	10%
Search Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Other Visits	3,847,089	3,847,089	3,847,089	3,847,089	3,847,089
Total Visits	7,694,178	7,694,178	7,694,178	7,694,178	7,694,178
Net Email Capture Rate	5%	5%	5%	5%	5%
New Email Subscribers	384,709	384,709	384,709	384,709	384,709
Beginning Email Subscribers	0	230,825	369,321	452,418	502,276
Total Email Subscribers	384,709	615,534	754,029	837,127	886,985
Retention Rate	60%	60%	60%	60%	60%
Ending Email Subscribers	230,825	369,321	452,418	502,276	532,191
Average Email Subscribers	115,413	300,073	410,869	477,347	517,233
Contact Frequency	365	365	365	365	365
Emails Sent	42,125,625	109,526,624	149,967,223	174,231,583	188,790,199
Order per M	1	1	1	1	1
Orders	42,126	109,527	149,967	174,232	188,790
Average Order Price	\$30	\$30	\$30	\$30	\$30
Revenue	\$1,263,769	\$3,285,799	\$4,499,017	\$5,226,947	\$5,663,706
Revenue per Email Subscriber	\$11	\$11	\$11	\$11	\$11

← Attract

← Retain

← Monetize

Thank You