

Budget^x

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	År 1	År 2	År 3	År 4	År 5
INCOME					
Brand collaborations (number/year)	10	25	30	50	80
Avg. deal value (kr)	50,000 kr	75,000 kr	100,000 kr	125,000 kr	150,000 kr
Total brand collaboration agreements	500,000 kr	1,875,000 kr	3,000,000 kr	6,250,000 kr	12,000,000 kr
Total deal value athletes (kr)	200,000 kr	600,000 kr	1,500,000 kr	3,500,000 kr	7,000,000 kr
Platform Commission	20.0%	20.0%	20.0%	20.0%	20.0%
Athlete sponsorship deals (commissi...	40,000 kr	120,000 kr	300,000 kr	700,000 kr	1,400,000 kr
Platform sponsors (number)	1	2	3	4	5
Avg. sponsorship (DKK/year)	100,000 kr	150,000 kr	250,000 kr	400,000 kr	500,000 kr
Total platform sponsorships	100,000 kr	300,000 kr	750,000 kr	1,600,000 kr	2,500,000 kr
Total income	640,000 kr	2,295,000 kr	4,050,000 kr	8,550,000 kr	15,900,000 kr
EXPENSES					
Owner salary (DKK/month)	5,000	25,000	25,000	35,000	50,000
Owner salary annually	60,000 kr	300,000 kr	300,000 kr	420,000 kr	600,000 kr
Developer salary (DKK/month)	35,000	35,000	35,000	60,000	60,000

	År 1	År 2	År 3	År 4	År 5
Developer – months/years	8	8	12	12	12
Developer salary annually	280,000 kr	280,000 kr	420,000 kr	720,000 kr	720,000 kr
Travel (brand deals)	25,000 kr	50,000 kr	75,000 kr	100,000 kr	125,000 kr
Hosting and servers	60,000 kr	90,000 kr	144,000 kr	240,000 kr	360,000 kr
Software and licenses	36,000 kr	48,000 kr	60,000 kr	84,000 kr	108,000 kr
Accountant & legal	24,000 kr	30,000 kr	42,000 kr	60,000 kr	84,000 kr
Total expenses	485,000 kr	798,000 kr	1,041,000 kr	1,624,000 kr	1,997,000 kr
RESULT					
Profit before tax	155,000 kr	1,497,000 kr	3,009,000 kr	6,926,000 kr	13,903,000 kr
Accumulated result	155,000 kr	1,652,000 kr	4,661,000 kr	11,587,000 kr	25,490,000 kr
Profit margin	24.2%	65.2%	74.3%	81.0%	87.4%

✕
✕ SUBSCRIBERS

00011

År 1

År 2

År 3

År 4

År 5

INCOME					
Subscribers (average)	500	30,000	150,000	300,000	500,000
Price per subscription (DKK/month)	39 kr	39 kr	39 kr	39 kr	39 kr
Subscription revenue	234,000 kr	14,040,000 kr	70,200,000 kr	140,400,000 kr	234,000,000 kr
Sports brands on the platform (number)	15	40	150	200	230
Brand membership (DKK/year)	25,000 kr	30,000 kr	35,000 kr	40,000 kr	45,000 kr
Total brand memberships	375,000 kr	1,200,000 kr	5,250,000 kr	8,000,000 kr	10,350,000 kr
Total deal value athletes (kr)	500,000 kr	1,250,000 kr	2,500,000 kr	5,000,000 kr	10,000,000 kr
Platform Commission	20.0%	20.0%	20.0%	20.0%	20.0%
Athlete sponsorship deals (commissi...	100,000 kr	250,000 kr	500,000 kr	1,000,000 kr	2,000,000 kr
Platform sponsors (number)	20	50	160	240	240
Avg. sponsorship (DKK/year)	100,000 kr	150,000 kr	250,000 kr	250,000 kr	250,000 kr
Total platform sponsorships	2,000,000 kr	7,500,000 kr	40,000,000 kr	60,000,000 kr	60,000,000 kr
Brand collaborations (number/year)	10	25	30	50	80
Avg. deal value (kr)	50,000 kr	75,000 kr	100,000 kr	125,000 kr	150,000 kr
Total brand collaborations	500,000 kr	1,875,000 kr	3,000,000 kr	6,250,000 kr	12,000,000 kr

	År 1	År 2	År 3	År 4	År 5
Total income	3,209,000 kr	24,865,000 kr	118,950,000 kr	215,650,000 kr	318,350,000 kr
EXPENSES					
Owner salary (DKK/month)	5,000	25,000	25,000	25,000	25,000
Owner salary annually	60,000 kr	300,000 kr	300,000 kr	300,000 kr	300,000 kr
Developer salary (DKK/month)	35,000	35,000	35,000	45,000	55,000
Developer – months/years	8	8	12	12	12
Developer salary annually	280,000 kr	280,000 kr	420,000 kr	540,000 kr	660,000 kr
Travel (brand deals)	25,000 kr	80,000 kr	75,000 kr	100,000 kr	125,000 kr
Hosting and servers	60,000 kr	90,000 kr	144,000 kr	240,000 kr	360,000 kr
Software and licenses	36,000 kr	48,000 kr	60,000 kr	84,000 kr	108,000 kr
Accountant & legal	24,000 kr	30,000 kr	42,000 kr	60,000 kr	84,000 kr
Total expenses	485,000 kr	828,000 kr	1,041,000 kr	1,324,000 kr	1,637,000 kr
RESULT					
Profit before tax	2,724,000 kr	24,037,000 kr	117,909,000 kr	214,326,000 kr	316,713,000 kr
Accumulated result	2,724,000 kr	26,761,000 kr	144,670,000 kr	358,996,000 kr	675,709,000 kr