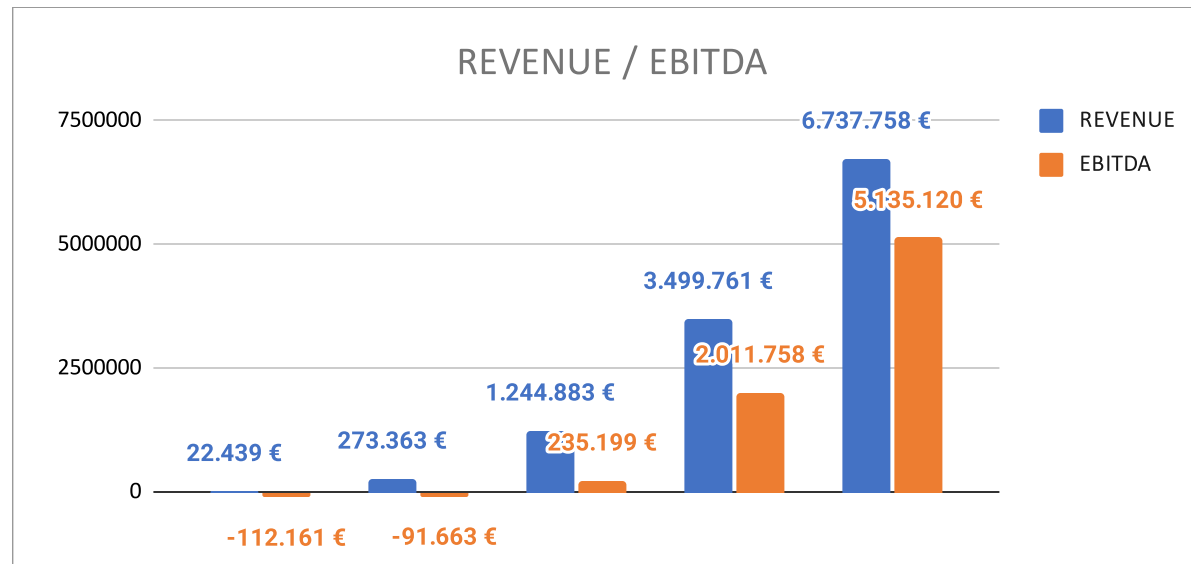


	2021	2022	2023	2024	2025
GMV (total)	€136.023	€1.422.146	€6.511.891	€19.224.103	€37.311.644
REVENUE	€22.439	€273.363	€1.244.883	€3.499.761	€6.737.758
OPEX	134.600	365.026	1.009.684	1.488.003	1.602.638
Marketing &	50.068	173.368	486.852	632.176	720.144
Technology	33.832	141.698	281.522	387.715	403.742
Other Opex	50.700	39.400	160.790	331.888	342.528
EBITDA	-€112.161	-€91.663	€235.199	€2.011.758	€5.135.120





YEAR	2021	2022	2023	2024	2025
REVENUE	22.439 €	273.363 €	1.244.883 €	3.499.761 €	6.737.758 €
EBITDA	-112.161 €	-91.663 €	235.199 €	2.011.758 €	5.135.120 €

Think Bigger

PNL, CAPEX, CF	de gen.-21	de febr.-21	de març-21	d'abr.-21	de maig-21
GMV					€2.015
REVENUE FROM COMMISSION					€202
REVENUE FROM SUBSCRIPTION					€0
MARKETING PACKAGE REVENUE					€0
TOTAL REVENUE					€202
<i>Gross Margin</i>					<i>0,41%</i>
OPEX (Operating Expenses)	37	120	138	138	49.639
Marketing and Sales expenses	0	0	0	0	500
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	0	0	0	0	500
Tech expenses	37,24	119,53	138,23	138,23	169,11
Bubble	24,97	119,53	112,95	112,95	112,95
Google Suite	0	0	25,28	25,28	56,16
VOD Costs	0	0	0	0	0
Live Streaming service	0	0	0	0	0
Initial Website (Domain etc)	12,27	0	0	0	0
Website Dev. Costs	0	0	0	0	0
Team expenses (including social security)	0	0	0	0	7.920
Marketing employees	0	0	0	0	2.640

	Think Bigger				
PNL, CAPEX, CF	de gen.-21	de febr.-21	de març-21	d'abr.-21	de maig-21
Sales employees	0	0	0	0	2.112
Technology employees	0	0	0	0	3.168
Customer Service employees	0	0	0	0	0
Other employees	0	0	0	0	0
Other Opex	0	0	0	0	41050
Office Rent & Utilities	0	0	0	0	600
Consultancy costs (legal, bookeeping, personnel, etc)	0	0	0	0	300
Other costs (office material, travels etc)	0	0	0	0	0
Recruitment costs	0	0	0	0	150
Demium Costs		0	0	0	40000
EBITDA	-37	-120	-138	-138	-49.639
<i>+ software developed to assets</i>	0	0	0	0	3.168
<i>% EBITDA / sales</i>	0%	0%	0%	0%	0%
CAPEX (Company Assets)	25	120	138	138	4601
Intangible Assets	25	120	138	138	4601
Software developed to Assets	0	0	0	0	4182
Software Outsourced	25	120	138	138	169
Brand IP					250
Patent					
Tangible Assets	0	0	0	0	0
Computers, Screens.. (if not rented)					

PNL, CAPEX, CF ...		Think Bigger				
		de gen.-21	de febr.-21	de març-21	d'abr.-21	de maig-21
VAT	21%					
VAT In		0	0	0	0	966
VAT Out		0	0	0	0	42
Quarterly VAT balance					0	
CASH FLOW						
Cash BoP		€0	-€37	-€157	-€295	-€433
Cash In		0	0	0	0	€100.202
GMV						€2.015
Revenue		0				€202
Investment rounds						100.000
Loans debt (Enisa,..)						
VAT In (-, yearly)					0	
Cash Out		€37	€120	€138	€138	€48.739
Tech		37	120	138	138	169
Sales & Marketing		0	0	0	0	500
CAPEX						
Net salaries	85%	0	0	0	0	5.100
Social Security (Company)	32%	0	0	0	0	1.920
Personnel Taxes from Payroll (irpf, quarterly)	15%				0	
Other OPEX (without salaries and IRPF)		0	0	0	0	41.050
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	0
Loans Interest (quarter)	3,62%	0	0	0	0	0

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

Think Bigger

	de gen.-21	de febr.-21	de març-21	d'abr.-21	de maig-21
				0	
	-€37	-€157	-€295	-€433	€51.029

PNL, CAPEX, CF	de juny-21	de jul.-21	d'ag.-21	de set.-21	d'oct.-21
GMV	€4.393	€8.446	€12.419	€16.322	€22.751
REVENUE FROM COMMISSION	€439	€845	€1.242	€1.632	€2.275
REVENUE FROM SUBSCRIPTION	€451	€618	€782	€1.153	€1.347
MARKETING PACKAGE REVENUE	€0	€0	€0	€0	€0
TOTAL REVENUE	€891	€1.462	€2.024	€2.785	€3.622
<i>Gross Margin</i>	9,39%	15,17%	20,98%	28,87%	37,55%
OPEX (Operating Expenses)	9.489	9.639	9.645	9.645	9.645
Marketing and Sales expenses	500	500	500	500	500
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	500	500	500	500	500
Tech expenses	169,11	169,11	175,11	175,11	175,11
Bubble	112,95	112,95	112,95	112,95	112,95
Google Suite	56,16	56,16	56,16	56,16	56,16
VOD Costs	0	0	6	6	6
Live Streaming service	0	0	0	0	0
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	0	0	0	0	0
Team expenses (including social security)	7.920	7.920	7.920	7.920	7.920
Marketing employees	2.640	2.640	2.640	2.640	2.640

PNL, CAPEX, CF	de juny-21	de jul.-21	d'ag.-21	de set.-21	d'oct.-21
Sales employees	2.112	2.112	2.112	2.112	2.112
Technology employees	3.168	3.168	3.168	3.168	3.168
Customer Service employees	0	0	0	0	0
Other employees	0	0	0	0	0
Other Opex	900	1050	1050	1050	1050
Office Rent & Utilities	600	600	600	600	600
Consultancy costs (legal, bookeeping, personnel, etc)	300	300	300	300	300
Other costs (office material, travels etc)	0	150	150	150	150
Recruitment costs					
Demium Costs					
EBITDA	-9.038	-9.021	-8.864	-8.493	-8.298
<i>+ software developed to assets</i>	<i>3.168</i>	<i>3.168</i>	<i>3.168</i>	<i>3.168</i>	<i>3.168</i>
<i>% EBITDA / sales</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>
CAPEX (Company Assets)	4351	4351	4357	4357	5107
Intangible Assets	4351	4351	4357	4357	5107
Software developed to Assets	4182	4182	4182	4182	4182
Software Outsourced	169	169	175	175	175
Brand IP					750
Patent					
Tangible Assets	0	0	0	0	0
Computers, Screens.. (if not rented)					

PNL, CAPEX, CF		de juny-21	de jul.-21	d'ag.-21	de set.-21	d'oct.-21
...						
VAT	21%					
VAT In		914	914	915	915	1.072
VAT Out		187	307	425	585	761
Quarterly VAT balance			1.651			1.427
CASH FLOW						
Cash BoP		€51.029	€43.331	€29.313	€22.592	€16.631
Cash In		€891	€3.342	€2.024	€2.785	€6.366
GMV		€4.393	€8.446	€12.419	€16.322	€22.751
Revenue		€891	€1.462	€2.024	€2.785	€3.622
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)			1.880			2.744
Cash Out		€8.589	€17.360	€8.745	€8.745	€10.062
Tech		169	169	175	175	175
Sales & Marketing		500	500	500	500	500
CAPEX						
Net salaries	85%	5.100	5.100	5.100	5.100	5.100
Social Security (Company)	32%	1.920	1.920	1.920	1.920	1.920
Personnel Taxes from Payroll (irpf, quarterly)	15%		2.700			2.700
Other OPEX (without salaries and IRPF)		900	1.050	1.050	1.050	1.050
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	0
Loans Interest (quarter)	3,62%	0	0	0	0	0

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

de juny-21	de jul.-21	d'ag.-21	de set.-21	d'oct.-21
	8.621			1.317
€43.331	€29.313	€22.592	€16.631	€12.935

PNL, CAPEX, CF	US Expansion ENISA		Milestone - 1000 Cooks Onbo		
	de nov.-21	de des.-21	de gen.-22	de febr.-22	de març-22
GMV	€31.036	€38.640	€47.738	€54.020	€60.263
REVENUE FROM COMMISSION	€3.104	€3.864	€4.774	€5.402	€6.026
REVENUE FROM SUBSCRIPTION	€1.538	€2.948	€3.829	€5.028	€5.790
MARKETING PACKAGE REVENUE	€0	€0	€0	€0	€0
TOTAL REVENUE	€4.642	€6.812	€8.602	€10.430	€11.817
<i>Gross Margin</i>	48,13%	25,40%	31,54%	38,23%	43,32%
OPEX (Operating Expenses)	9.645	26.819	27.279	27.279	27.279
Marketing and Sales expenses	500	500	500	500	500
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	500	500	500	500	500
Tech expenses	175,11	246,55	1206,55	1206,55	1206,55
Bubble	112,95	112,95	112,95	112,95	112,95
Google Suite	56,16	93,6	93,6	93,6	93,6
VOD Costs	6	40	100	100	100
Live Streaming service	0	0	500	500	500
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	0	0	400	400	400
Team expenses (including social security)	7.920	22.572	22.572	22.572	22.572
Marketing employees	2.640	7.524	7.524	7.524	7.524

	US Expansion ENISA		Milestone - 1000 Cooks Onbo		
	de nov.-21	de des.-21	de gen.-22	de febr.-22	de març-22
PNL, CAPEX, CF					
Sales employees	2.112	5.280	5.280	5.280	5.280
Technology employees	3.168	9.768	9.768	9.768	9.768
Customer Service employees	0	0	0	0	0
Other employees	0	0	0	0	0
Other Opex	1050	3500	3000	3000	3000
Office Rent & Utilities	600	1500	1500	1500	1500
Consultancy costs (legal, bookeeping, personnel, etc)	300	1000	1000	1000	1000
Other costs (office material, travels etc)	150	500	500	500	500
Recruitment costs		500			
Demium Costs					
EBITDA	-8.107	-23.871	-23.450	-22.251	-21.488
<i>+ software developed to assets</i>	3.168	9.768	9.768	9.768	9.768
<i>% EBITDA / sales</i>	0%	0%	0%	0%	0%
CAPEX (Company Assets)	4357	13140	13700	13700	13700
Intangible Assets	4357	13140	13700	13700	13700
Software developed to Assets	4182	12894	12894	12894	12894
Software Outsourced	175	247	807	807	807
Brand IP					
Patent					
Tangible Assets	0	0	0	0	0
Computers, Screens.. (if not rented)					

PNL, CAPEX, CF ...		US Expansion ENISA		Milestone - 1000 Cooks Onbo		
		de nov.-21	de des.-21	de gen.-22	de febr.-22	de març-22
VAT	21%					
VAT In		915	2.759	2.877	2.877	2.877
VAT Out		975	1.431	1.806	2.190	2.481
Quarterly VAT balance				1.581		
CASH FLOW						
Cash BoP		€12.935	€8.832	€91.390	€76.860	€62.576
Cash In		€4.642	€106.812	€13.349	€10.430	€11.817
GMV		€31.036	€38.640	€47.738	€54.020	€60.263
Revenue		€4.642	€6.812	€8.602	€10.430	€11.817
Investment rounds						
Loans debt (Enisa,..)			100.000			
VAT In (-, yearly)				4.747		
Cash Out		€8.745	€24.254	€27.880	€24.714	€25.214
Tech		175	247	1.207	1.207	1.207
Sales & Marketing		500	500	500	500	500
CAPEX						
Net salaries	85%	5.100	14.535	14.535	14.535	14.535
Social Security (Company)	32%	1.920	5.472	5.472	5.472	5.472
Personnel Taxes from Payroll (irpf, quarterly)	15%			6.030		
Other OPEX (without salaries and IRPF)		1.050	3.500	3.000	3.000	3.000
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	0
Loans Interest (quarter)	3,62%	0	0	0	0	500

US Expansion

Milestone - 1000 Cooks Onbo

ENISA

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

de nov.-21	de des.-21	de gen.-22	de febr.-22	de març-22
		3.166		
€8.832	€91.390	€76.860	€62.576	€49.179

arded

PNL, CAPEX, CF	d'abr.-22	de maig-22	de juny-22	de jul.-22	d'ag.-22
GMV	€68.628	€81.325	€102.748	€121.638	€138.918
REVENUE FROM COMMISSION	€6.863	€8.132	€10.275	€12.164	€13.892
REVENUE FROM SUBSCRIPTION	€7.426	€8.466	€9.491	€10.553	€13.708
MARKETING PACKAGE REVENUE	€0	€0	€0	€0	€0
TOTAL REVENUE	€14.288	€16.599	€19.766	€22.717	€27.600
<i>Gross Margin</i>	51,98%	60,39%	69,89%	79,74%	82,77%
OPEX (Operating Expenses)	27.488	27.488	28.280	28.489	33.345
Marketing and Sales expenses	500	500	500	500	1000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	500	500	500	500	1000
Tech expenses	1215,91	1215,91	1215,91	1225,27	1225,27
Bubble	112,95	112,95	112,95	112,95	112,95
Google Suite	102,96	102,96	102,96	112,32	112,32
VOD Costs	100	100	100	100	100
Live Streaming service	500	500	500	500	500
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	400	400	400	400	400
Team expenses (including social security)	22.572	22.572	23.364	23.364	27.720
Marketing employees	7.524	7.524	7.788	7.788	8.712

arded

PNL, CAPEX, CF	d'abr.-22	de maig-22	de juny-22	de jul.-22	d'ag.-22
Sales employees	5.280	5.280	5.280	5.280	5.280
Technology employees	9.768	9.768	10.296	10.296	11.616
Customer Service employees	0	0	0	0	2.112
Other employees	0	0	0	0	0
Other Opex	3200	3200	3200	3400	3400
Office Rent & Utilities	1650	1650	1650	1800	1800
Consultancy costs (legal, bookeeping, personnel, etc)	1000	1000	1000	1000	1000
Other costs (office material, travels etc)	550	550	550	600	600
Recruitment costs					
Demium Costs					
EBITDA	-20.062	-19.022	-18.789	-17.936	-19.637
<i>+ software developed to assets</i>	<i>9.768</i>	<i>9.768</i>	<i>10.296</i>	<i>10.296</i>	<i>11.616</i>
<i>% EBITDA / sales</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>
CAPEX (Company Assets)	13710	13710	14407	14416	16158
Intangible Assets	13710	13710	14407	14416	16158
Software developed to Assets	12894	12894	13591	13591	15333
Software Outsourced	816	816	816	825	825
Brand IP					
Patent					
Tangible Assets	0	0	0	0	0
Computers, Screens.. (if not rented)					

arded

PNL, CAPEX, CF		d'abr.-22	de maig-22	de juny-22	de jul.-22	d'ag.-22
...						
VAT	21%					
VAT In		2.879	2.879	3.025	3.027	3.393
VAT Out		3.001	3.486	4.151	4.771	5.796
Quarterly VAT balance		2.153			-1.854	
CASH FLOW						
Cash BoP		€49.179	€40.698	€32.374	€25.415	€20.443
Cash In		€22.920	€16.599	€19.766	€31.500	€277.600
GMV		€68.628	€81.325	€102.748	€121.638	€138.918
Revenue		€14.288	€16.599	€19.766	€22.717	€27.600
Investment rounds						250.000
Loans debt (Enisa,..)						
VAT In (-, yearly)		8.631			8.783	
Cash Out		€31.401	€24.923	€26.725	€36.471	€30.195
Tech		1.216	1.216	1.216	1.225	1.225
Sales & Marketing		500	500	500	500	1.000
CAPEX						
Net salaries	85%	14.535	14.535	15.045	15.045	17.850
Social Security (Company)	32%	5.472	5.472	5.664	5.664	6.720
Personnel Taxes from Payroll (irpf, quarterly)	15%	7.695			7.875	
Other OPEX (without salaries and IRPF)		3.200	3.200	3.200	3.400	3.400
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	0
Loans Interest (quarter)	3,62%	0	0	1.100	0	0

arded

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

	d'abr.-22	de maig-22	de juny-22	de jul.-22	d'ag.-22
	6.478			10.637	
	€40.698	€32.374	€25.415	€20.443	€267.848

Milestone - 2000 Cooks Onboarded

3rd Funding

PNL, CAPEX, CF	de set.-22	d'oct.-22	de nov.-22	de des.-22	de gen.-23
GMV	€161.109	€177.209	€192.770	€215.780	€252.249
REVENUE FROM COMMISSION	€16.111	€17.721	€19.277	€21.578	€25.225
REVENUE FROM SUBSCRIPTION	€14.926	€16.125	€17.306	€18.501	€21.728
MARKETING PACKAGE REVENUE	€0	€0	€0	€0	€0
TOTAL REVENUE	€31.036	€33.846	€36.583	€40.079	€46.952
<i>Gross Margin</i>	93,39%	101,85%	102,14%	111,90%	117,46%
OPEX (Operating Expenses)	33.232	33.232	35.818	35.818	39.974
Marketing and Sales expenses	1000	1000	1000	1000	3000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	1000	1000	1000	1000	3000
Tech expenses	1112,32	1112,32	1121,68	1121,68	2021,68
Bubble	0	0	0	0	0
Google Suite	112,32	112,32	121,68	121,68	121,68
VOD Costs	100	100	100	100	100
Live Streaming service	500	500	500	500	1000
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	400	400	400	400	800
Team expenses (including social security)	27.720	27.720	30.096	30.096	31.152
Marketing employees	8.712	8.712	11.088	11.088	11.088

Milestone - 2000 Cooks Onboarded

3rd Funding

PNL, CAPEX, CF	de set.-22	d'oct.-22	de nov.-22	de des.-22	de gen.-23
Sales employees	5.280	5.280	5.280	5.280	6.336
Technology employees	11.616	11.616	11.616	11.616	11.616
Customer Service employees	2.112	2.112	2.112	2.112	2.112
Other employees	0	0	0	0	0
Other Opex	3400	3400	3600	3600	3800
Office Rent & Utilities	1800	1800	1950	1950	1950
Consultancy costs (legal, bookeeping, personnel, etc)	1000	1000	1000	1000	1200
Other costs (office material, travels etc)	600	600	650	650	650
Recruitment costs					
Demium Costs					
EBITDA	-18.307	-17.107	-18.511	-17.317	-18.246
<i>+ software developed to assets</i>	<i>11.616</i>	<i>11.616</i>	<i>11.616</i>	<i>11.616</i>	<i>11.616</i>
<i>% EBITDA / sales</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>
CAPEX (Company Assets)	16045	16795	16055	16055	16555
Intangible Assets	16045	16795	16055	16055	16555
Software developed to Assets	15333	15333	15333	15333	15333
Software Outsourced	712	712	722	722	1222
Brand IP		750			
Patent					
Tangible Assets	0	0	0	0	0
Computers, Screens.. (if not rented)					

Milestone - 2000 Cooks Onboarded

3rd Funding

PNL, CAPEX, CF		de set.-22	d'oct.-22	de nov.-22	de des.-22	de gen.-23
...						
VAT	21%					
VAT In		3.370	3.527	3.372	3.372	3.477
VAT Out		6.518	7.108	7.682	8.417	9.860
Quarterly VAT balance			-7.294			-12.937
CASH FLOW						
Cash BoP		€267.848	€267.702	€269.128	€273.314	€276.595
Cash In		€31.036	€50.930	€36.583	€40.079	€57.223
GMV		€161.109	€177.209	€192.770	€215.780	€252.249
Revenue		€31.036	€33.846	€36.583	€40.079	€46.952
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)			17.084			10.270
Cash Out		€31.182	€49.504	€32.398	€36.798	€59.640
Tech		1.112	1.112	1.122	1.122	2.022
Sales & Marketing		1.000	1.000	1.000	1.000	3.000
CAPEX						
Net salaries	85%	17.850	17.850	19.380	19.380	20.060
Social Security (Company)	32%	6.720	6.720	7.296	7.296	7.552
Personnel Taxes from Payroll (irpf, quarterly)	15%		9.450			10.380
Other OPEX (without salaries and IRPF)		3.400	3.400	3.600	3.600	3.800
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	0
Loans Interest (quarter)	3,62%	1.100	0	0	4.400	0

Milestone - 2000 Cooks Onboarded

3rd Funding

PNL, CAPEX, CF	de set.-22	d'oct.-22	de nov.-22	de des.-22	de gen.-23
VAT Out (quarter)		19.421			23.207
Cash EoP	€267.702	€269.128	€273.314	€276.595	€274.177

PNL, CAPEX, CF	European Expansion		Launch Marketing Package		
	Potential 3rd Funding - 1 mil				
	de febr.-23	de març-23	d'abr.-23	de maig-23	de juny-23
GMV	€293.198	€336.549	€408.279	€456.418	€504.533
REVENUE FROM COMMISSION	€29.320	€33.655	€40.828	€45.642	€50.453
REVENUE FROM SUBSCRIPTION	€25.804	€29.817	€33.251	€36.634	€45.294
MARKETING PACKAGE REVENUE	€0	€0	€0	€1.425	€2.850
TOTAL REVENUE	€55.124	€63.472	€74.079	€83.701	€98.598
<i>Gross Margin</i>	67,55%	76,10%	89,90%	94,88%	111,77%
OPEX (Operating Expenses)	81.603	83.403	82.403	88.218	88.218
Marketing and Sales expenses	6000	6000	6000	6000	6000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	6000	6000	6000	6000	6000
Tech expenses	4852,72	4852,72	4852,72	4918,24	4918,24
Bubble	0	0	0	0	0
Google Suite	252,72	252,72	252,72	318,24	318,24
VOD Costs	100	100	100	100	100
Live Streaming service	2500	2500	2500	2500	2500
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	2000	2000	2000	2000	2000
Team expenses (including social security)	62.800	62.800	62.800	66.800	66.800
Marketing employees	18.112	18.112	18.112	18.112	18.112

European Expansion

Launch Marketing Package

Potential 3rd Funding - 1 mil

PNL, CAPEX, CF	de febr.-23	de març-23	d'abr.-23	de maig-23	de juny-23
Sales employees	16.836	16.836	16.836	18.836	18.836
Technology employees	18.084	18.084	18.084	18.084	18.084
Customer Service employees	7.128	7.128	7.128	7.128	7.128
Other employees	2.640	2.640	2.640	4.640	4.640
Other Opex	7950	9750	8750	10500	10500
Office Rent & Utilities	5400	5400	5400	6800	6800
Consultancy costs (legal, bookeeping, personnel, etc)	1200	2000	2000	2000	2000
Other costs (office material, travels etc)	1350	1350	1350	1700	1700
Recruitment costs		1000			
Demium Costs					
EBITDA	-55.799	-53.586	-49.152	-51.584	-42.924
<i>+ software developed to assets</i>	<i>18.084</i>	<i>18.084</i>	<i>18.084</i>	<i>18.084</i>	<i>18.084</i>
<i>% EBITDA / sales</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>
CAPEX (Company Assets)	107724	26724	26724	43589	26789
Intangible Assets	26724	26724	26724	26789	26789
Software developed to Assets	23871	23871	23871	23871	23871
Software Outsourced	2853	2853	2853	2918	2918
Brand IP					
Patent					
Tangible Assets	40500	0	0	8400	0
Computers, Screens.. (if not rented)	40500	0	0	8400	0

PNL, CAPEX, CF ...		European Expansion Potential 3rd Funding - 1 mil		Launch Marketing Package		
		de febr.-23	de març-23	d'abr.-23	de maig-23	de juny-23
VAT	21%					
VAT In		5.612	5.612	5.612	5.626	5.626
VAT Out		11.576	13.329	15.557	17.577	20.705
Quarterly VAT balance				-20.065		
CASH FLOW						
Cash BoP		€274.177	€251.998	€231.968	€207.879	€207.072
Cash In		€55.124	€63.472	€88.780	€83.701	€98.598
GMV		€293.198	€336.549	€408.279	€456.418	€504.533
Revenue		€55.124	€63.472	€74.079	€83.701	€98.598
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)				14.700		
Cash Out		€77.303	€83.503	€112.868	€84.508	€95.158
Tech		4.853	4.853	4.853	4.918	4.918
Sales & Marketing		6.000	6.000	6.000	6.000	6.000
CAPEX						
Net salaries	85%	42.500	42.500	42.500	47.090	47.090
Social Security (Company)	32%	16.000	16.000	16.000	16.000	16.000
Personnel Taxes from Payroll (irpf, quarterly)	15%			22.500		
Other OPEX (without salaries and IRPF)		7.950	9.750	8.750	10.500	10.500
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	6.250
Loans Interest (quarter)	3,62%	0	4.400	0	0	4.400

European Expansion

Launch Marketing Package

Potential 3rd Funding - 1 mil

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

	de febr.-23	de març-23	d'abr.-23	de maig-23	de juny-23
			34.765		
	€251.998	€231.968	€207.879	€207.072	€210.511

PNL, CAPEX, CF	de jul.-23	d'ag.-23	de set.-23	d'oct.-23	de nov.-23
GMV	€552.821	€640.985	€691.867	€742.193	€791.888
REVENUE FROM COMMISSION	€55.282	€64.098	€69.187	€74.219	€79.189
REVENUE FROM SUBSCRIPTION	€49.108	€52.863	€56.563	€60.207	€63.796
MARKETING PACKAGE REVENUE	€4.275	€5.700	€7.125	€8.549	€9.974
TOTAL REVENUE	€108.664	€122.661	€132.874	€142.976	€152.959
<i>Gross Margin</i>	122,82%	134,09%	145,25%	156,30%	167,21%
OPEX (Operating Expenses)	88.478	91.478	91.478	91.478	91.478
Marketing and Sales expenses	6000	6000	6000	6000	6000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	6000	6000	6000	6000	6000
Tech expenses	4927,6	7927,6	7927,6	7927,6	7927,6
Bubble	0	0	0	0	0
Google Suite	327,6	327,6	327,6	327,6	327,6
VOD Costs	100	100	100	100	100
Live Streaming service	2500	2500	2500	2500	2500
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	2000	5000	5000	5000	5000
Team expenses (including social security)	66.800	66.800	66.800	66.800	66.800
Marketing employees	18.112	18.112	18.112	18.112	18.112

PNL, CAPEX, CF	de jul.-23	d'ag.-23	de set.-23	d'oct.-23	de nov.-23
Sales employees	18.836	18.836	18.836	18.836	18.836
Technology employees	18.084	18.084	18.084	18.084	18.084
Customer Service employees	7.128	7.128	7.128	7.128	7.128
Other employees	4.640	4.640	4.640	4.640	4.640
Other Opex	10750	10750	10750	10750	10750
Office Rent & Utilities	7000	7000	7000	7000	7000
Consultancy costs (legal, bookeeping, personnel, etc)	2000	2000	2000	2000	2000
Other costs (office material, travels etc)	1750	1750	1750	1750	1750
Recruitment costs					
Demium Costs					
EBITDA	-39.370	-38.614	-34.915	-31.271	-27.681
<i>+ software developed to assets</i>	<i>18.084</i>	<i>18.084</i>	<i>18.084</i>	<i>18.084</i>	<i>18.084</i>
<i>% EBITDA / sales</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>
CAPEX (Company Assets)	29198	26798	26798	27548	26798
Intangible Assets	26798	26798	26798	27548	26798
Software developed to Assets	23871	23871	23871	23871	23871
Software Outsourced	2928	2928	2928	2928	2928
Brand IP				750	
Patent					
Tangible Assets	1200	0	0	0	0
Computers, Screens.. (if not rented)	1200	0	0	0	0

PNL, CAPEX, CF		de jul.-23	d'ag.-23	de set.-23	d'oct.-23	de nov.-23
...						
VAT	21%					
VAT In		5.628	5.628	5.628	5.785	5.628
VAT Out		22.820	25.759	27.904	30.025	32.121
Quarterly VAT balance		-36.976			-59.599	
CASH FLOW						
Cash BoP		€210.511	€197.432	€232.326	€266.782	€262.391
Cash In		€125.528	€122.661	€132.874	€159.859	€152.959
GMV		€552.821	€640.985	€691.867	€742.193	€791.888
Revenue		€108.664	€122.661	€132.874	€142.976	€152.959
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)		16.863			16.883	
Cash Out		€138.607	€87.768	€98.418	€164.250	€87.768
Tech		4.928	7.928	7.928	7.928	7.928
Sales & Marketing		6.000	6.000	6.000	6.000	6.000
CAPEX						
Net salaries	85%	47.090	47.090	47.090	47.090	47.090
Social Security (Company)	32%	16.000	16.000	16.000	16.000	16.000
Personnel Taxes from Payroll (irpf, quarterly)	15%	24.930			24.930	
Other OPEX (without salaries and IRPF)		10.750	10.750	10.750	10.750	10.750
Loans capital (16 quarters, 12 mo) Enisa		0	0	6.250	0	0
Loans Interest (quarter)	3,62%	0	0	4.400	0	0

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

de jul.-23	d'ag.-23	de set.-23	d'oct.-23	de nov.-23
53.839			76.482	
€197.432	€232.326	€266.782	€262.391	€327.583

Asian Expansion

PNL, CAPEX, CF	de des.-23	de gen.-24	de febr.-24	de març-24	d'abr.-24
GMV	€840.911	€962.899	€1.133.931	€1.233.028	€1.324.584
REVENUE FROM COMMISSION	€84.091	€96.290	€113.393	€123.303	€132.458
REVENUE FROM SUBSCRIPTION	€67.332	€73.170	€79.504	€84.485	€89.392
MARKETING PACKAGE REVENUE	€11.399	€14.249	€17.099	€19.949	€22.798
TOTAL REVENUE	€162.822	€183.709	€209.996	€227.737	€244.649
<i>Gross Margin</i>	177,99%	150,73%	169,21%	183,51%	197,14%
OPEX (Operating Expenses)	91.478	121.879	124.100	124.100	124.100
Marketing and Sales expenses	6000	6000	6000	6000	6000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	6000	6000	6000	6000	6000
Tech expenses	7927,6	9621,2	9602,48	9602,48	9602,48
Bubble	0	0	0	0	0
Google Suite	327,6	421,2	402,48	402,48	402,48
VOD Costs	100	200	200	200	200
Live Streaming service	2500	4000	4000	4000	4000
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	5000	5000	5000	5000	5000
Team expenses (including social security)	66.800	85.258	88.298	88.298	88.298
Marketing employees	18.112	21.912	21.912	21.912	21.912

Asian Expansion

PNL, CAPEX, CF	de des.-23	de gen.-24	de febr.-24	de març-24	d'abr.-24
Sales employees	18.836	24.386	24.786	24.786	24.786
Technology employees	18.084	22.704	22.704	22.704	22.704
Customer Service employees	7.128	11.352	11.352	11.352	11.352
Other employees	4.640	4.904	7.544	7.544	7.544
Other Opex	10750	21000	20200	20200	20200
Office Rent & Utilities	7000	15750	15050	15050	15050
Consultancy costs (legal, bookeeping, personnel, etc)	2000	3000	3000	3000	3000
Other costs (office material, travels etc)	1750	2250	2150	2150	2150
Recruitment costs					
Demium Costs					
EBITDA	-24.146	-48.709	-44.597	-39.615	-34.708
<i>+ software developed to assets</i>	18.084	22.704	22.704	22.704	22.704
<i>% EBITDA / sales</i>	0%	0%	0%	0%	0%
CAPEX (Company Assets)	26798	64590	29772	34572	34572
Intangible Assets	26798	34590	34572	34572	34572
Software developed to Assets	23871	29969	29969	29969	29969
Software Outsourced	2928	4621	4602	4602	4602
Brand IP					
Patent					
Tangible Assets	0	15000	-2400	0	0
Computers, Screens.. (if not rented)	0	15000	-2400	0	0

Asian Expansion

PNL, CAPEX, CF		de des.-23	de gen.-24	de febr.-24	de març-24	d'abr.-24
...						
VAT	21%					
VAT In		5.628	7.264	7.260	7.260	7.260
VAT Out		34.193	38.579	44.099	47.825	51.376
Quarterly VAT balance			-79.299			-108.719
CASH FLOW						
Cash BoP		€327.583	€373.238	€358.375	€447.236	€524.438
Cash In		€162.822	€200.750	€209.996	€227.737	€266.433
GMV		€840.911	€962.899	€1.133.931	€1.233.028	€1.324.584
Revenue		€162.822	€183.709	€209.996	€227.737	€244.649
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)			17.041			21.784
Cash Out		€117.168	€215.613	€121.135	€150.535	€251.638
Tech		7.928	9.621	9.602	9.602	9.602
Sales & Marketing		6.000	6.000	6.000	6.000	6.000
CAPEX						
Net salaries	85%	47.090	62.093	64.133	64.133	64.133
Social Security (Company)	32%	16.000	20.560	21.200	21.200	21.200
Personnel Taxes from Payroll (irpf, quarterly)	15%		27.578			33.953
Other OPEX (without salaries and IRPF)		10.750	21.000	20.200	20.200	20.200
Loans capital (16 quarters, 12 mo) Enisa		25.000	0	0	25.000	0
Loans Interest (quarter)	3,62%	4.400	0	0	4.400	0

Asian Expansion

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

	de des.-23	de gen.-24	de febr.-24	de març-24	d'abr.-24
		96.339			130.503
	€373.238	€358.375	€447.236	€524.438	€539.233

PNL, CAPEX, CF	de maig-24	de juny-24	de jul.-24	d'ag.-24	de set.-24
GMV	€1.411.133	€1.582.100	€1.667.354	€1.750.499	€1.831.898
REVENUE FROM COMMISSION	€141.113	€158.210	€166.735	€175.050	€183.190
REVENUE FROM SUBSCRIPTION	€94.225	€98.986	€103.675	€108.294	€112.843
MARKETING PACKAGE REVENUE	€25.648	€28.498	€31.348	€34.198	€37.048
TOTAL REVENUE	€260.987	€285.694	€301.758	€317.542	€333.081
<i>Gross Margin</i>	210,30%	230,21%	243,16%	255,87%	268,40%
OPEX (Operating Expenses)	124.100	124.100	124.100	124.100	124.100
Marketing and Sales expenses	6000	6000	6000	6000	6000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	6000	6000	6000	6000	6000
Tech expenses	9602,48	9602,48	9602,48	9602,48	9602,48
Bubble	0	0	0	0	0
Google Suite	402,48	402,48	402,48	402,48	402,48
VOD Costs	200	200	200	200	200
Live Streaming service	4000	4000	4000	4000	4000
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	5000	5000	5000	5000	5000
Team expenses (including social security)	88.298	88.298	88.298	88.298	88.298
Marketing employees	21.912	21.912	21.912	21.912	21.912

PNL, CAPEX, CF	de maig-24	de juny-24	de jul.-24	d'ag.-24	de set.-24
Sales employees	24.786	24.786	24.786	24.786	24.786
Technology employees	22.704	22.704	22.704	22.704	22.704
Customer Service employees	11.352	11.352	11.352	11.352	11.352
Other employees	7.544	7.544	7.544	7.544	7.544
Other Opex	20200	20200	20200	20200	20200
Office Rent & Utilities	15050	15050	15050	15050	15050
Consultancy costs (legal, bookeeping, personnel, etc)	3000	3000	3000	3000	3000
Other costs (office material, travels etc)	2150	2150	2150	2150	2150
Recruitment costs					
Demium Costs					
EBITDA	-29.875	-25.115	-20.425	-15.807	-11.257
<i>+ software developed to assets</i>	22.704	22.704	22.704	22.704	22.704
<i>% EBITDA / sales</i>	0%	0%	0%	0%	0%
CAPEX (Company Assets)	34572	34572	34572	34572	34572
Intangible Assets	34572	34572	34572	34572	34572
Software developed to Assets	29969	29969	29969	29969	29969
Software Outsourced	4602	4602	4602	4602	4602
Brand IP					
Patent					
Tangible Assets	0	0	0	0	0
Computers, Screens.. (if not rented)	0	0	0	0	0

PNL, CAPEX, CF		de maig-24	de juny-24	de jul.-24	d'ag.-24	de set.-24
...						
VAT	21%					
VAT In		7.260	7.260	7.260	7.260	7.260
VAT Out		54.807	59.996	63.369	66.684	69.947
Quarterly VAT balance				-156.392		
CASH FLOW						
Cash BoP		€539.233	€679.085	€814.244	€838.475	€1.034.882
Cash In		€260.987	€285.694	€323.539	€317.542	€333.081
GMV		€1.411.133	€1.582.100	€1.667.354	€1.750.499	€1.831.898
Revenue		€260.987	€285.694	€301.758	€317.542	€333.081
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)				21.780		
Cash Out		€121.135	€150.535	€299.307	€121.135	€150.535
Tech		9.602	9.602	9.602	9.602	9.602
Sales & Marketing		6.000	6.000	6.000	6.000	6.000
CAPEX						
Net salaries	85%	64.133	64.133	64.133	64.133	64.133
Social Security (Company)	32%	21.200	21.200	21.200	21.200	21.200
Personnel Taxes from Payroll (irpf, quarterly)	15%			33.953		
Other OPEX (without salaries and IRPF)		20.200	20.200	20.200	20.200	20.200
Loans capital (16 quarters, 12 mo) Enisa		0	25.000	0	0	25.000
Loans Interest (quarter)	3,62%	0	4.400	0	0	4.400

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

de maig-24	de juny-24	de jul.-24	d'ag.-24	de set.-24
		178.172		
€679.085	€814.244	€838.475	€1.034.882	€1.217.427

PNL, CAPEX, CF	d'oct.-24	de nov.-24	de des.-24	de gen.-25	de febr.-25
GMV	€1.911.778	€2.100.850	€2.314.049	€2.480.160	€2.617.446
REVENUE FROM COMMISSION	€191.178	€210.085	€231.405	€248.016	€261.745
REVENUE FROM SUBSCRIPTION	€117.325	€121.739	€126.087	€132.524	€142.883
MARKETING PACKAGE REVENUE	€41.322	€45.597	€49.872	€54.146	€58.421
TOTAL REVENUE	€349.825	€377.421	€407.363	€434.687	€463.049
<i>Gross Margin</i>	<i>281,89%</i>	<i>303,13%</i>	<i>326,65%</i>	<i>325,48%</i>	<i>346,72%</i>
OPEX (Operating Expenses)	124.100	124.510	124.710	133.553	133.553
Marketing and Sales expenses	6000	6000	6000	10000	10000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	6000	6000	6000	10000	10000
Tech expenses	9602,48	9611,84	9611,84	9621,2	9621,2
Bubble	0	0	0	0	0
Google Suite	402,48	411,84	411,84	421,2	421,2
VOD Costs	200	200	200	200	200
Live Streaming service	4000	4000	4000	4000	4000
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	5000	5000	5000	5000	5000
Team expenses (including social security)	88.298	88.298	88.498	92.932	92.932
Marketing employees	21.912	21.912	22.112	22.576	22.576

PNL, CAPEX, CF	d'oct.-24	de nov.-24	de des.-24	de gen.-25	de febr.-25
Sales employees	24.786	24.786	24.786	27.436	27.436
Technology employees	22.704	22.704	22.704	24.024	24.024
Customer Service employees	11.352	11.352	11.352	11.352	11.352
Other employees	7.544	7.544	7.544	7.544	7.544
Other Opex	20200	20600	20600	21000	21000
Office Rent & Utilities	15050	15400	15400	15750	15750
Consultancy costs (legal, bookeeping, personnel, etc)	3000	3000	3000	3000	3000
Other costs (office material, travels etc)	2150	2200	2200	2250	2250
Recruitment costs					
Demium Costs					
EBITDA	-6.776	-2.771	1.377	-1.029	9.330
<i>+ software developed to assets</i>	22.704	22.704	22.704	24.024	24.024
<i>% EBITDA / sales</i>	0%	0%	0%	0%	0%
CAPEX (Company Assets)	35322	36981	34581	38733	36333
Intangible Assets	35322	34581	34581	36333	36333
Software developed to Assets	29969	29969	29969	31712	31712
Software Outsourced	4602	4612	4612	4621	4621
Brand IP	750				
Patent					
Tangible Assets	0	1200	0	1200	0
Computers, Screens.. (if not rented)	0	1200	0	1200	0

PNL, CAPEX, CF		d'oct.-24	de nov.-24	de des.-24	de gen.-25	de febr.-25
...						
VAT	21%					
VAT In		7.418	7.262	7.262	7.630	7.630
VAT Out		73.463	79.258	85.546	91.284	97.240
Quarterly VAT balance		-178.220			-216.326	
CASH FLOW						
Cash BoP		€1.217.427	€1.267.898	€1.522.074	€1.805.959	€1.891.271
Cash In		€371.605	€377.421	€407.363	€456.628	€463.049
GMV		€1.911.778	€2.100.850	€2.314.049	€2.480.160	€2.617.446
Revenue		€349.825	€377.421	€407.363	€434.687	€463.049
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)		21.780			21.942	
Cash Out		€321.135	€123.244	€123.478	€371.316	€133.048
Tech		9.602	9.612	9.612	9.621	9.621
Sales & Marketing		6.000	6.000	6.000	10.000	10.000
CAPEX						
Net salaries	85%	64.133	65.833	66.003	70.635	70.635
Social Security (Company)	32%	21.200	21.200	21.264	21.792	21.792
Personnel Taxes from Payroll (irpf, quarterly)	15%	33.953			46.876	
Other OPEX (without salaries and IRPF)		20.200	20.600	20.600	21.000	21.000
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	0
Loans Interest (quarter)	3,62%	0	0	0	0	0

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

	d'oct.-24	de nov.-24	de des.-24	de gen.-25	de febr.-25
	200.000			238.268	
	€1.267.898	€1.522.074	€1.805.959	€1.891.271	€2.221.272

PNL, CAPEX, CF	de març-25	d'abr.-25	de maig-25	de juny-25	de jul.-25
GMV	€2.736.873	€2.845.028	€2.945.872	€3.041.792	€3.216.704
REVENUE FROM COMMISSION	€273.687	€284.503	€294.587	€304.179	€321.670
REVENUE FROM SUBSCRIPTION	€147.571	€164.529	€169.446	€174.290	€179.061
MARKETING PACKAGE REVENUE	€62.696	€66.971	€71.245	€75.520	€79.795
TOTAL REVENUE	€483.955	€516.002	€535.279	€553.989	€580.526
<i>Gross Margin</i>	362,37%	386,36%	400,80%	414,81%	434,68%
OPEX (Operating Expenses)	133.553	133.553	133.553	133.553	133.553
Marketing and Sales expenses	10000	10000	10000	10000	10000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	10000	10000	10000	10000	10000
Tech expenses	9621,2	9621,2	9621,2	9621,2	9621,2
Bubble	0	0	0	0	0
Google Suite	421,2	421,2	421,2	421,2	421,2
VOD Costs	200	200	200	200	200
Live Streaming service	4000	4000	4000	4000	4000
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	5000	5000	5000	5000	5000
Team expenses (including social security)	92.932	92.932	92.932	92.932	92.932
Marketing employees	22.576	22.576	22.576	22.576	22.576

PNL, CAPEX, CF	de març-25	d'abr.-25	de maig-25	de juny-25	de jul.-25
Sales employees	27.436	27.436	27.436	27.436	27.436
Technology employees	24.024	24.024	24.024	24.024	24.024
Customer Service employees	11.352	11.352	11.352	11.352	11.352
Other employees	7.544	7.544	7.544	7.544	7.544
Other Opex	21000	21000	21000	21000	21000
Office Rent & Utilities	15750	15750	15750	15750	15750
Consultancy costs (legal, bookeeping, personnel, etc)	3000	3000	3000	3000	3000
Other costs (office material, travels etc)	2250	2250	2250	2250	2250
Recruitment costs					
Demium Costs					
EBITDA	14.018	30.976	35.893	40.737	45.508
<i>+ software developed to assets</i>	<i>24.024</i>	<i>24.024</i>	<i>24.024</i>	<i>24.024</i>	<i>24.024</i>
<i>% EBITDA / sales</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>
CAPEX (Company Assets)	36333	36333	36333	36333	36333
Intangible Assets	36333	36333	36333	36333	36333
Software developed to Assets	31712	31712	31712	31712	31712
Software Outsourced	4621	4621	4621	4621	4621
Brand IP					
Patent					
Tangible Assets	0	0	0	0	0
Computers, Screens.. (if not rented)	0	0	0	0	0

PNL, CAPEX, CF		de març-25	d'abr.-25	de maig-25	de juny-25	de jul.-25
...						
VAT	21%					
VAT In		7.630	7.630	7.630	7.630	7.630
VAT Out		101.630	108.360	112.409	116.338	121.910
Quarterly VAT balance			-267.265			-314.217
CASH FLOW						
Cash BoP		€2.221.272	€2.572.178	€2.687.867	€3.090.098	€3.511.039
Cash In		€483.955	€538.892	€535.279	€553.989	€603.416
GMV		€2.736.873	€2.845.028	€2.945.872	€3.041.792	€3.216.704
Revenue		€483.955	€516.002	€535.279	€553.989	€580.526
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)			22.890			22.890
Cash Out		€133.048	€423.203	€133.048	€133.048	€470.155
Tech		9.621	9.621	9.621	9.621	9.621
Sales & Marketing		10.000	10.000	10.000	10.000	10.000
CAPEX						
Net salaries	85%	70.635	70.635	70.635	70.635	70.635
Social Security (Company)	32%	21.792	21.792	21.792	21.792	21.792
Personnel Taxes from Payroll (irpf, quarterly)	15%		37.395			37.395
Other OPEX (without salaries and IRPF)		21.000	21.000	21.000	21.000	21.000
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	0
Loans Interest (quarter)	3,62%	0	0	0	0	0

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

de març-25	d'abr.-25	de maig-25	de juny-25	de jul.-25
	290.155			337.107
€2.572.178	€2.687.867	€3.090.098	€3.511.039	€3.644.299

PNL, CAPEX, CF	d'ag.-25	de set.-25	d'oct.-25	de nov.-25	de des.-25
GMV	€3.308.886	€3.398.928	€3.487.165	€3.573.807	€3.658.985
REVENUE FROM COMMISSION	€330.889	€339.893	€348.717	€357.381	€365.899
REVENUE FROM SUBSCRIPTION	€183.760	€188.389	€192.949	€197.440	€201.863
MARKETING PACKAGE REVENUE	€84.069	€88.344	€92.619	€96.894	€101.168
TOTAL REVENUE	€598.718	€616.626	€634.284	€651.714	€668.930
<i>Gross Margin</i>	448,30%	461,71%	474,93%	487,98%	500,87%
OPEX (Operating Expenses)	133.553	133.553	133.553	133.553	133.553
Marketing and Sales expenses	10000	10000	10000	10000	10000
Client/Company-side marketing	0	0	0	0	0
User/Customer-side marketing	0	0	0	0	0
FB & IG Ads	10000	10000	10000	10000	10000
Tech expenses	9621,2	9621,2	9621,2	9621,2	9621,2
Bubble	0	0	0	0	0
Google Suite	421,2	421,2	421,2	421,2	421,2
VOD Costs	200	200	200	200	200
Live Streaming service	4000	4000	4000	4000	4000
Initial Website (Domain etc)	0	0	0	0	0
Website Dev. Costs	5000	5000	5000	5000	5000
Team expenses (including social security)	92.932	92.932	92.932	92.932	92.932
Marketing employees	22.576	22.576	22.576	22.576	22.576

PNL, CAPEX, CF	d'ag.-25	de set.-25	d'oct.-25	de nov.-25	de des.-25
Sales employees	27.436	27.436	27.436	27.436	27.436
Technology employees	24.024	24.024	24.024	24.024	24.024
Customer Service employees	11.352	11.352	11.352	11.352	11.352
Other employees	7.544	7.544	7.544	7.544	7.544
Other Opex	21000	21000	21000	21000	21000
Office Rent & Utilities	15750	15750	15750	15750	15750
Consultancy costs (legal, bookeeping, personnel, etc)	3000	3000	3000	3000	3000
Other costs (office material, travels etc)	2250	2250	2250	2250	2250
Recruitment costs					
Demium Costs					
EBITDA	50.207	54.836	59.395	63.886	68.310
<i>+ software developed to assets</i>	<i>24.024</i>	<i>24.024</i>	<i>24.024</i>	<i>24.024</i>	<i>24.024</i>
<i>% EBITDA / sales</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>
CAPEX (Company Assets)	36333	36333	36333	36333	36333
Intangible Assets	36333	36333	36333	36333	36333
Software developed to Assets	31712	31712	31712	31712	31712
Software Outsourced	4621	4621	4621	4621	4621
Brand IP					
Patent					
Tangible Assets	0	0	0	0	0
Computers, Screens.. (if not rented)	0	0	0	0	0

PNL, CAPEX, CF		d'ag.-25	de set.-25	d'oct.-25	de nov.-25	de des.-25
...						
VAT	21%					
VAT In		7.630	7.630	7.630	7.630	7.630
VAT Out		125.731	129.491	133.200	136.860	140.475
Quarterly VAT balance				-354.243		
CASH FLOW						
Cash BoP		€3.644.299	€4.109.969	€4.593.547	€4.740.540	€5.259.205
Cash In		€598.718	€616.626	€657.174	€651.714	€668.930
GMV		€3.308.886	€3.398.928	€3.487.165	€3.573.807	€3.658.985
Revenue		€598.718	€616.626	€634.284	€651.714	€668.930
Investment rounds						
Loans debt (Enisa,..)						
VAT In (-, yearly)				22.890		
Cash Out		€133.048	€133.048	€510.181	€133.048	€137.208
Tech		9.621	9.621	9.621	9.621	9.621
Sales & Marketing		10.000	10.000	10.000	10.000	10.000
CAPEX						
Net salaries	85%	70.635	70.635	70.635	70.635	70.635
Social Security (Company)	32%	21.792	21.792	21.792	21.792	25.952
Personnel Taxes from Payroll (irpf, quarterly)	15%			37.395		
Other OPEX (without salaries and IRPF)		21.000	21.000	21.000	21.000	21.000
Loans capital (16 quarters, 12 mo) Enisa		0	0	0	0	0
Loans Interest (quarter)	3,62%	0	0	0	0	0

PNL, CAPEX, CF
VAT Out (quarter)
Cash EoP

	d'ag.-25	de set.-25	d'oct.-25	de nov.-25	de des.-25
			377.133		
	€4.109.969	€4.593.547	€4.740.540	€5.259.205	€5.790.927

PNL, CAPEX, CF	2021	2022	2023	2024
GMV	€136.023	€1.422.146	€6.511.891	€19.224.103
REVENUE FROM COMMISSION	€13.602	€142.215	€651.189	€1.922.410
REVENUE FROM SUBSCRIPTION	€8.837	€131.148	€542.397	€1.209.725
MARKETING PACKAGE REVENUE	€0	€0	€51.297	€367.625
TOTAL REVENUE	€22.439	€273.363	€1.244.883	€3.499.761
<i>Gross Margin</i>				
OPEX (Operating Expenses)	134.600	365.026	1.009.684	1.488.003
Marketing and Sales expenses	4.000	8.500	69.000	72.000
Client/Company-side marketing	0	0	0	0
User/Customer-side marketing	0	0	0	0
FB & IG Ads	4.000	8.500	69.000	72.000
Tech expenses	1.888	14.186	70.982	115.267
Bubble	1.274	904	0	0
Google Suite	537	1.282	3.482	4.867
VOD Costs	64	1.200	1.200	2.400
Live Streaming service	0	6.000	28.500	48.000
Initial Website (Domain etc)	12	0	0	0
Website Dev. Costs	0	4.800	37.800	60.000
Team expenses (including social security)	78.012	302.940	753.952	1.056.736
Marketing employees	26.004	101.508	210.320	263.144

PNL, CAPEX, CF	2021	2022	2023	2024
Sales employees	20.064	63.360	207.532	297.032
Technology employees	31.944	127.512	210.540	272.448
Customer Service employees	0	10.560	80.520	136.224
Other employees	0	0	45.040	87.888
Other Opex	50.700	39.400	115.750	244.000
Office Rent & Utilities	5.700	20.550	73.750	182.000
Consultancy costs (legal, bookkeeping, personnel, etc)	3.100	12.000	22.400	36.000
Other costs (office material, travels etc)	1.250	6.850	18.600	26.000
Recruitment costs	650	0	1.000	0
Demium Costs	40.000	0	0	0
EBITDA	-125.763	-233.878	-467.287	-278.278
<i>+ software developed to assets</i>	<i>31.944</i>	<i>127.512</i>	<i>210.540</i>	<i>272.448</i>
<i>% EBITDA / sales</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
CAPEX (Company Assets)	45.041	178.452	412.045	443.249
	0	0	0	0
Intangible Assets	45.041	178.452	311.845	415.649
Software developed to Assets	42.166	168.316	277.913	359.631
Software Outsourced	1.875	9.386	33.182	55.267
Brand IP	1.000	750	750	750
Patent	0	0	0	0
Tangible Assets	0	0	50.100	13.800
Computers, Screens.. (if not rented)	0	0	50.100	13.800

PNL, CAPEX, CF		2021	2022	2023	2024
...		0	0	0	0
VAT	21%	0	0	0	0
VAT In		9.370	37.475	65.487	87.286
VAT Out		4.712	57.406	261.425	734.950
		0	0	0	0
Quarterly VAT balance		3.077	-5.414	-129.576	-522.629
CASH FLOW					
Cash BoP					
Cash In		227.062	562.608	1.303.600	3.582.146
GMV		136.023	1.422.146	6.511.891	19.224.103
Revenue		22.439	273.363	1.244.883	3.499.761
Investment rounds		100.000	250.000	0	0
Loans debt (Enisa,..)		100.000	0	0	0
VAT In (-, yearly)		4.623	39.246	58.717	82.385
Cash Out		135.672	377.403	1.206.957	2.149.425
Tech		1.888	14.186	70.982	115.267
Sales & Marketing		4.000	8.500	69.000	72.000
CAPEX		0	0	0	0
Net salaries	85%	50.235	195.075	524.280	771.120
Social Security (Company)	32%	18.912	73.440	183.552	253.824
Personnel Taxes from Payroll (irpf, quarterly)	15%	5.400	31.050	82.740	129.435
Other OPEX (without salaries and IRPF)		50.700	39.400	115.750	244.000
Loans capital (16 quarters, 12 mo) Enisa		0	0	37.500	75.000
Loans Interest (quarter)	3,62%	0	7.100	17.600	13.200

PNL, CAPEX, CF	2021	2022	2023	2024
VAT Out (quarter)	9.937	39.703	188.293	605.014
Cash EoP	275.131	1.662.132	3.043.358	11.049.325



PNL, CAPEX, CF **2025**

GMV €37.311.644

REVENUE FROM COMMISSION €3.731.164

REVENUE FROM SUBSCRIPTION €2.074.706

MARKETING PACKAGE REVENUE €931.888

TOTAL REVENUE €6.737.758

Gross Margin

OPEX (Operating Expenses) **1.602.638**

Marketing and Sales expenses 120.000

Client/Company-side marketing 0

User/Customer-side marketing 0

FB & IG Ads 120.000

Tech expenses 115.454

Bubble 0

Google Suite 5.054

VOD Costs 2.400

Live Streaming service 48.000

Initial Website (Domain etc) 0

Website Dev. Costs 60.000

Team expenses (including social security) 1.115.184

Marketing employees 270.912

PNL, CAPEX, CF	2025
Sales employees	329.232
Technology employees	288.288
Customer Service employees	136.224
Other employees	90.528
Other Opex	252.000
Office Rent & Utilities	189.000
Consultancy costs (legal, bookeeping, personnel, etc)	36.000
Other costs (office material, travels etc)	27.000
Recruitment costs	0
Demium Costs	0
<hr/>	
EBITDA	472.067
<i>+ software developed to assets</i>	288.288
 <i>% EBITDA / sales</i>	 0
 CAPEX (Company Assets)	 438.395
	0
Intangible Assets	435.995
Software developed to Assets	380.540
Software Outsourced	55.454
Brand IP	0
Patent	0
Tangible Assets	1.200
Computers, Screens.. (if not rented)	1.200

PNL, CAPEX, CF		2025
...		0

VAT	21%	0
VAT In		91.559
VAT Out		1.414.929
		0
Quarterly VAT balance		-1.152.051

CASH FLOW

Cash BoP

Cash In		6.828.369
GMV		37.311.644
Revenue		6.737.758
Investment rounds		0
Loans debt (Enisa,..)		0
VAT In (-, yearly)		90.611
Cash Out		2.843.401
Tech		115.454
Sales & Marketing		120.000
CAPEX		0
Net salaries	85%	847.620
Social Security (Company)	32%	265.664
Personnel Taxes from Payroll (irpf, quarterly)	15%	159.061
Other OPEX (without salaries and IRPF)		252.000
Loans capital (16 quarters, 12 mo) Enisa		0
Loans Interest (quarter)	3,62%	0

PNL, CAPEX, CF

VAT Out (quarter)

Cash EoP

2025

1.242.662

44.112.214

21	22	23	24	
Host/Clients Acquisition				
€20.064	€63.360	€257.532	€390.720	Total Sales expense
18	57	126	168	Total Sales employees
				CR
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)
915	3.101	7.207	10.080	Cooks met (Call or Chat)
688	2.171	5.045	7.056	Cooks, converted
				% Hosts organically
44	279	949	1.411	Hosts Organically
731	2.449	5.994	8.467	Total New Hosts
€45	€46	€46	€46	Sales cost per lead
8	40	113	209	Churn
694	2.846	7.921	14.410	Total Active Hosts

de gen.-21	de febr.-21	de març-21
€0	€0	€0
0	0	0
52000,0%		9,0%
0	0	300
		36
0	0	29
0	0	5%
		1
0	0	30
2%		0
	0	30

BUSINESS MODELS

Host Subscriptions SaaS

Freemium				
49	350	1.186	1.298	Tier 1 (€25) Subscribers
				Monthly Gain
				Churn
4.077	70.093	311.822	768.529	Tier 1 Revenue
35	136	384	526	Tier 2 (€50) Subscribers
				Monthly Gain
				Churn
4.759	61.055	230.575	517.724	Tier 2 Revenue

2%		
2%		

21	22	23	24	
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions

de gen.-21	de febr.-21	de març-21

Review of Acquired Hosts

Total Active Hosts	# Followers
Followers/Host 1	200-5k
Followers/Host 2	5k-25k
Followers/Host 3	25k-50k
Followers/Host 4	50k+

User Acquisition From Hosts

Host Total Followers (Reach)
 % of hosts audience that visit website
 Website Visitors From Hosts
 Website CR

New Customers, month	
Churn	20,00%
Returning Customers	
Total Orders	

Marketplace Commission Revenue

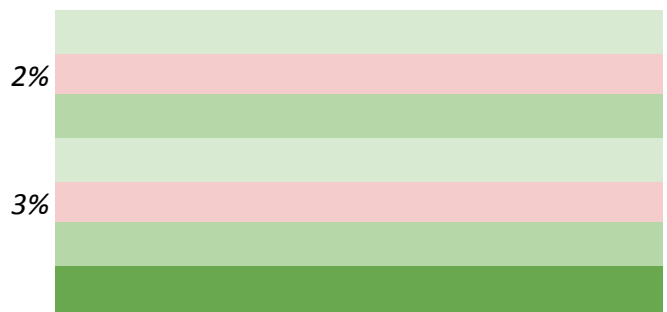
5.919	53.783	211.438	539.229	Total Monthly Orders
				AOV
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV
				Average Monthly GMV / Host
				Average Monthly Revenue / Host
13.602	142.215	651.189	1.922.410	Total Marketplace Commission

21 22 23 24

de gen.-21 de febr.-21 de març-21

Marketing Package SaaS (May 2023)

				CR
0	0	4.000	13.500	Cooks Contacted (Reach)
0	0	424	1.431	Cooks met (Call or Chat)
0	0	120	405	Cooks, converted
0	0	120	525	Total Cooks Converted
0	0			Tier 1 (€100) Subscribers
				Churn
0	€0	€48.597	€399.573	Tier 1 Revenue
0	0			Tier 2 (€200) Subscribers
				Churn
0	0	2.700	19.349	Tier 2 Revenue
0	€0	€51.297	€367.625	MRR Subscription Revenue



All Revenue Streams

				MRR Host Subscriptions
				Total Marketplace Commission
				MRR Subscription Revenue
				Combined Revenue Per Host
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue



REVENUE SPLT

Revenue from Customers

21

22

23

24

de gen.-21

de febr.-21

de març-21

Revenue from Cooks

TOTAL GMV

TOTAL REVENUE

CAC Host

Host Customer Lifespan (2% churn)

Average Revenue per Host

Host LTV

CAC Users

User Customer Lifespan (20% churn)

Average Revenue per User

User LTV

Think Bigger

21	22	23	24		d'abr.-21	de maig-21
Host/Clients Acquisition						
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€0	€2.112
18	57	126	168	Total Sales employees	0	2
				CR	9,0%	9,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	200	600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	32	73
688	2.171	5.045	7.056	Cooks, converted	40	54
				% Hosts organically	5%	5%
44	279	949	1.411	Hosts Organically	2	3
731	2.449	5.994	8.467	Total New Hosts	42	57
€45	€46	€46	€46	Sales cost per lead		€37
8	40	113	209	Churn	2%	1
694	2.846	7.921	14.410	Total Active Hosts	71	127

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium		127
49	350	1.186	1.298	Tier 1 (€25) Subscribers		0
				Monthly Gain		0
				Churn	2%	0
4.077	70.093	311.822	768.529	Tier 1 Revenue		€0
35	136	384	526	Tier 2 (€50) Subscribers		0
				Monthly Gain		0
				Churn	2%	0
4.759	61.055	230.575	517.724	Tier 2 Revenue		€0

Think Bigger

21	22	23	24		d'abr.-21	de maig-21
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions		€0

Review of Acquired Hosts

Total Active Hosts	# Followers	127
Followers/Host 1	200-5k	72
Followers/Host 2	5k-25k	34
Followers/Host 3	25k-50k	17
Followers/Host 4	50k+	4

User Acquisition From Hosts

Host Total Followers (Reach)		1.221.326
% of hosts audience that visit website		0,15%
Website Visitors From Hosts		1.832
Website CR		2,50%
New Customers, month		46
Churn	20,00%	0
Returning Customers		46
Total Orders		92

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	92
				AOV	€22,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€2.015
				Average Monthly GMV / Host	€16
				Average Monthly Revenue / Host	€2
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€202

Think Bigger

21 22 23 24

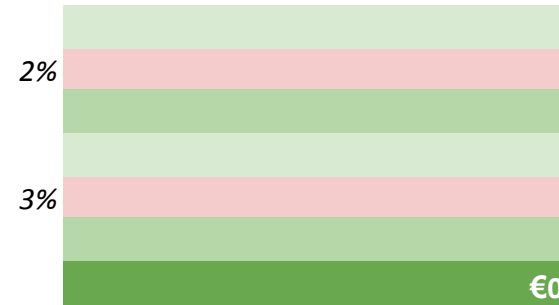
d'abr.-21

de maig-21

Marketing Package SaaS (May 2023)

				CR	
0	0	4.000	13.500	Cooks Contacted (Reach)	
0	0	424	1.431	Cooks met (Call or Chat)	
0	0	120	405	Cooks, converted	
0	0	120	525	Total Cooks Converted	
0	0			Tier 1 (€100) Subscribers	
				Churn	
0	€0	€48.597	€399.573	Tier 1 Revenue	
0	0			Tier 2 (€200) Subscribers	
				Churn	
0	0	2.700	19.349	Tier 2 Revenue	
0	€0	€51.297	€367.625	MRR Subscription Revenue	

52000,0%



All Revenue Streams

				MRR Host Subscriptions	
				Total Marketplace Commission	
				MRR Subscription Revenue	
				Combined Revenue Per Host	
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	

	€0
	€202
	€0
	2 €
	€202

REVENUE SPLT

Revenue from Customers

202

202

Think Bigger

21	22	23	24	d'abr.-21	de maig-21
			Revenue from Cooks		0
			TOTAL GMV		€2.015
			TOTAL REVENUE		€202
			CAC Host		€93
			Host Customer Lifespan (2% churn)		50
			Average Revenue per Host		€2
			Host LTV		€79
			CAC Users		€2,87
			User Customer Lifespan (20% churn)		5
			Average Revenue per User		€0,11
			User LTV		€0,55

21	22	23	24		de juny-21	de jul.-21	d'ag.-21
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€2.112	€2.112	€2.112
18	57	126	168	Total Sales employees	2	2	2
				CR	9,0%	9,0%	9,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	800	800	800
915	3.101	7.207	10.080	Cooks met (Call or Chat)	97	97	97
688	2.171	5.045	7.056	Cooks, converted	72	72	72
				% Hosts organically	5%	7%	7%
44	279	949	1.411	Hosts Organically	4	5	5
731	2.449	5.994	8.467	Total New Hosts	76	77	77
€45	€46	€46	€46	Sales cost per lead	€28	€27	€27
8	40	113	209	Churn	2%	3	4
694	2.846	7.921	14.410	Total Active Hosts	201	275	347

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	187	255	323
49	350	1.186	1.298	Tier 1 (€25) Subscribers	10	14	17
				Monthly Gain	10	4	4
				Churn	2%	0	0
4.077	70.093	311.822	768.529	Tier 1 Revenue	€251	€343	€434
35	136	384	526	Tier 2 (€50) Subscribers	4	5	7
				Monthly Gain	4	1	1
				Churn	2%	0	0
4.759	61.055	230.575	517.724	Tier 2 Revenue	€201	€275	€347

21	22	23	24		de juny-21	de jul.-21	d'ag.-21
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€451	€618	€782

Review of Acquired Hosts

Total Active Hosts	# Followers	201	275	347
Followers/Host 1	200-5k	114	156	198
Followers/Host 2	5k-25k	54	74	94
Followers/Host 3	25k-50k	26	36	45
Followers/Host 4	50k+	6	8	10

User Acquisition From Hosts

Host Total Followers (Reach)		1.929.551	2.640.992	3.341.760
% of hosts audience that visit website		0,15%	0,20%	0,20%
Website Visitors From Hosts		2.894	5.282	6.684
Website CR		2,50%	2,50%	2,50%
New Customers, month		72	132	167
Churn	20,00%	18	40	77
Returning Customers		146	292	474
Total Orders		200	384	565

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	200	384	565
				AOV	€22,0	€22,0	€22,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€4.393	€8.446	€12.419
				Average Monthly GMV / Host	€22	€31	€36
				Average Monthly Revenue / Host	€2	€3	€4
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€439	€845	€1.242

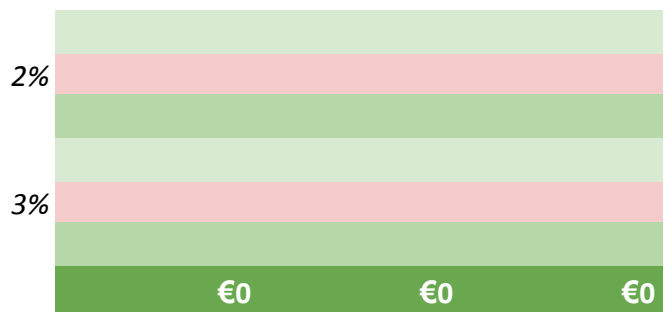
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de juny-21 de jul.-21 d'ag.-21

Marketing Package SaaS (May 2023)

				CR
0	0	4.000	13.500	Cooks Contacted (Reach)
0	0	424	1.431	Cooks met (Call or Chat)
0	0	120	405	Cooks, converted
0	0	120	525	Total Cooks Converted
0	0			Tier 1 (€100) Subscribers
				Churn
0	€0	€48.597	€399.573	Tier 1 Revenue
0	0			Tier 2 (€200) Subscribers
				Churn
0	0	2.700	19.349	Tier 2 Revenue
0	€0	€51.297	€367.625	MRR Subscription Revenue

52000,0% 52000,0% 52000,0%



All Revenue Streams

				MRR Host Subscriptions
				Total Marketplace Commission
				MRR Subscription Revenue
				Combined Revenue Per Host
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue

€451	€618	€782
€439	€845	€1.242
€0	€0	€0
4 €	5 €	6 €
€891	€1.462	€2.024

REVENUE SPLT

Revenue from Customers	891	1.462	2.024
	439	845	1.242

21	22	23	24	de juny-21	de jul.-21	d'ag.-21
			Revenue from Cooks	451	618	782
			TOTAL GMV	€4.844	€9.064	€13.201
			TOTAL REVENUE	€891	€1.462	€2.024
			CAC Host	€70	€68	€68
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€4	€5	€6
			Host LTV	€222	€266	€291
			CAC Users	€1,81	€0,99	€0,79
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,15	€0,16	€0,19
			User LTV	€0,76	€0,80	€0,93

21	22	23	24		de set.-21	d'oct.-21	de nov.-21
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€2.112	€2.112	€2.112
18	57	126	168	Total Sales employees	2	2	2
				CR	9,0%	9,0%	9,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	800	800	800
915	3.101	7.207	10.080	Cooks met (Call or Chat)	97	97	97
688	2.171	5.045	7.056	Cooks, converted	72	72	72
				% Hosts organically	7%	7%	7%
44	279	949	1.411	Hosts Organically	5	5	5
731	2.449	5.994	8.467	Total New Hosts	77	77	77
€45	€46	€46	€46	Sales cost per lead	€27	€27	€27
8	40	113	209	Churn	2% 5	6	7
694	2.846	7.921	14.410	Total Active Hosts	419	490	559

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	386	451	515
49	350	1.186	1.298	Tier 1 (€25) Subscribers	21	24	28
				Monthly Gain	4	4	3
				Churn	2% 0	0	0
4.077	70.093	311.822	768.529	Tier 1 Revenue	€524	€612	€699
35	136	384	526	Tier 2 (€50) Subscribers	13	15	17
				Monthly Gain	6	2	2
				Churn	2% 0	0	0
4.759	61.055	230.575	517.724	Tier 2 Revenue	€629	€735	€839

21	22	23	24		de set.-21	d'oct.-21	de nov.-21
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€1.153	€1.347	€1.538

Review of Acquired Hosts

Total Active Hosts	# Followers	419	490	559
Followers/Host 1	200-5k	239	279	319
Followers/Host 2	5k-25k	113	132	151
Followers/Host 3	25k-50k	54	64	73
Followers/Host 4	50k+	13	15	17

User Acquisition From Hosts

Host Total Followers (Reach)		4.032.018	4.711.921	5.381.626
% of hosts audience that visit website		0,20%	0,25%	0,25%
Website Visitors From Hosts		8.064	11.780	13.454
Website CR		2,50%	2,50%	2,50%
New Customers, month		202	294	336
Churn	20,00%	113	148	207
Returning Customers		653	888	1.164
Total Orders		742	1.034	1.293

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	742	1.034	1.293
				AOV	€22,0	€22,0	€24,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€16.322	€22.751	€31.036
				Average Monthly GMV / Host	€39	€46	€55
				Average Monthly Revenue / Host	€4	€5	€6
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€1.632	€2.275	€3.104

21	22	23	24		de set.-21	d'oct.-21	de nov.-21
Marketing Package SaaS (May 2023)							
				CR	52000,0%	52000,0%	52000,0%
0	0	4.000	13.500	Cooks Contacted (Reach)			
0	0	424	1.431	Cooks met (Call or Chat)			
0	0	120	405	Cooks, converted			
0	0	120	525	Total Cooks Converted			
0	0			Tier 1 (€100) Subscribers			
				Churn	2%		
0	€0	€48.597	€399.573	Tier 1 Revenue			
0	0			Tier 2 (€200) Subscribers			
				Churn	3%		
0	0	2.700	19.349	Tier 2 Revenue			
0	€0	€51.297	€367.625	MRR Subscription Revenue	€0	€0	€0
All Revenue Streams							
				MRR Host Subscriptions	€1.153	€1.347	€1.538
				Total Marketplace Commission	€1.632	€2.275	€3.104
				MRR Subscription Revenue	€0	€0	€0
				Combined Revenue Per Host	7 €	7 €	8 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€2.785	€3.622	€4.642
REVENUE SPLT							
				Revenue from Customers	2.785	3.622	4.642
					1.632	2.275	3.104

21	22	23	24	de set.-21	d'oct.-21	de nov.-21
			Revenue from Cooks	1.153	1.347	1.538
			TOTAL GMV	€17.475	€24.098	€32.575
			TOTAL REVENUE	€2.785	€3.622	€4.642
			CAC Host	€68	€68	€68
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€7	€7	€8
			Host LTV	€332	€370	€415
			CAC Users	€0,65	€0,45	€0,39
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,20	€0,19	€0,23
			User LTV	€1,01	€0,97	€1,15

US Expansion

Milestone - 100

ENISA

	21	22	23	24		de des.-21	de gen.-22	de febr.-22
Host/Clients Acquisition								
€20.064	€63.360	€257.532	€390.720	Total Sales expense		€5.280	€5.280	€5.280
18	57	126	168	Total Sales employees		4	4	4
				CR		9,5%	9,5%	9,5%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)		1400	1600	1600
915	3.101	7.207	10.080	Cooks met (Call or Chat)		190	218	218
688	2.171	5.045	7.056	Cooks, converted		133	152	152
				% Hosts organically		7%	10%	10%
44	279	949	1.411	Hosts Organically		9	15	15
731	2.449	5.994	8.467	Total New Hosts		143	168	168
€45	€46	€46	€46	Sales cost per lead		€37	€32	€32
8	40	113	209	Churn	2%	8	10	13
694	2.846	7.921	14.410	Total Active Hosts		694	851	1.006

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium		610	740	855
49	350	1.186	1.298	Tier 1 (€25) Subscribers		49	68	101
				Monthly Gain		21	20	32
				Churn	2%	1	1	2
4.077	70.093	311.822	768.529	Tier 1 Revenue		€1.214	€1.702	€2.514
35	136	384	526	Tier 2 (€50) Subscribers		35	43	50
				Monthly Gain		18	8	8
				Churn	2%	1	1	1
4.759	61.055	230.575	517.724	Tier 2 Revenue		€1.734	€2.127	€2.514

US Expansion

Milestone - 100

ENISA

21	22	23	24
8.837	131.148	542.397	1.209.725

de des.-21	de gen.-22	de febr.-22
€2.948	€3.829	€5.028

Review of Acquired Hosts

Total Active Hosts	# Followers	694	851	1.006
Followers/Host 1	200-5k	395	485	573
Followers/Host 2	5k-25k	187	230	272
Followers/Host 3	25k-50k	90	111	131
Followers/Host 4	50k+	21	26	30

User Acquisition From Hosts

Host Total Followers (Reach)		6.672.806	8.184.564	9.673.646
% of hosts audience that visit website		0,25%	0,25%	0,20%
Website Visitors From Hosts		16.682	20.461	19.347
Website CR		2,50%	2,50%	2,50%
New Customers, month		417	512	484
Churn	20,00%	259	322	398
Returning Customers		1.452	1.800	2.075
Total Orders		1.610	1.989	2.161

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	1.610	1.989	2.161
				AOV	€24,0	€24,0	€25,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€38.640	€47.738	€54.020
				Average Monthly GMV / Host	€56	€56	€54
				Average Monthly Revenue / Host	€6	€6	€5
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€3.864	€4.774	€5.402

US Expansion

Milestone - 100

ENISA

21 22 23 24

de des.-21

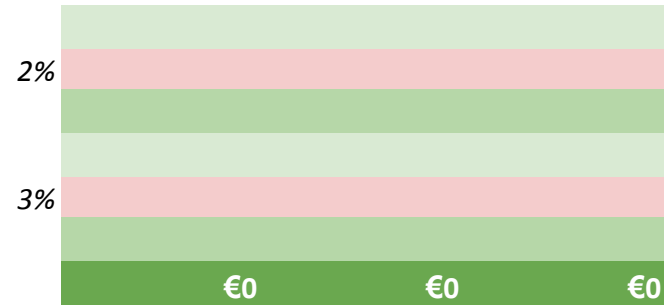
de gen.-22

de febr.-22

Marketing Package SaaS (May 2023)

				CR
0	0	4.000	13.500	Cooks Contacted (Reach)
0	0	424	1.431	Cooks met (Call or Chat)
0	0	120	405	Cooks, converted
0	0	120	525	Total Cooks Converted
0	0			Tier 1 (€100) Subscribers
				Churn
0	€0	€48.597	€399.573	Tier 1 Revenue
0	0			Tier 2 (€200) Subscribers
				Churn
0	0	2.700	19.349	Tier 2 Revenue
0	€0	€51.297	€367.625	MRR Subscription Revenue

52000,0% 52000,0% 52000,0%



All Revenue Streams

				MRR Host Subscriptions
				Total Marketplace Commission
				MRR Subscription Revenue
				Combined Revenue Per Host
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue

€2.948	€3.829	€5.028
€3.864	€4.774	€5.402
€0	€0	€0
10 €	10 €	10 €
€6.812	€8.602	€10.430

REVENUE SPLT

Revenue from Customers	6.812	8.602	10.430
	3.864	4.774	5.402

				US Expansion	Milestone - 100	
				ENISA		
21	22	23	24	de des.-21	de gen.-22	
				de febr.-22		
			Revenue from Cooks	2.948	3.829	5.028
			TOTAL GMV	€41.588	€51.566	€59.048
			TOTAL REVENUE	€6.812	€8.602	€10.430
			CAC Host	€93	€79	€79
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€10	€10	€10
			Host LTV	€491	€506	€519
			CAC Users	€0,80	€0,65	€0,69
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,23	€0,23	€0,28
			User LTV	€1,16	€1,17	€1,40

10 Cooks Onboarded

	21	22	23	24		de març-22	d'abr.-22	de maig-22
Host/Clients Acquisition								
€20.064	€63.360	€257.532	€390.720	Total Sales expense		€5.280	€5.280	€5.280
18	57	126	168	Total Sales employees		4	5	5
				CR		9,5%	9,5%	9,5%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)		1600	2000	2000
915	3.101	7.207	10.080	Cooks met (Call or Chat)		218	272	272
688	2.171	5.045	7.056	Cooks, converted		152	190	190
				% Hosts organically		10%	10%	10%
44	279	949	1.411	Hosts Organically		15	19	19
731	2.449	5.994	8.467	Total New Hosts		168	209	209
€45	€46	€46	€46	Sales cost per lead		€32	€25	€25
8	40	113	209	Churn	2%	15	17	20
694	2.846	7.921	14.410	Total Active Hosts		1.158	1.350	1.539

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium		984	1121	1278
49	350	1.186	1.298	Tier 1 (€25) Subscribers		116	162	185
				Monthly Gain		15	46	23
				Churn	2%	2	2	3
4.077	70.093	311.822	768.529	Tier 1 Revenue		€2.895	€4.050	€4.618
35	136	384	526	Tier 2 (€50) Subscribers		58	68	77
				Monthly Gain		8	10	9
				Churn	2%	1	1	1
4.759	61.055	230.575	517.724	Tier 2 Revenue		€2.895	€3.375	€3.848

10 Cooks Onboarded

21	22	23	24		de març-22	d'abr.-22	de maig-22
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€5.790	€7.426	€8.466

Review of Acquired Hosts

Total Active Hosts	# Followers	1.158	1.350	1.539
Followers/Host 1	200-5k	660	770	877
Followers/Host 2	5k-25k	313	365	416
Followers/Host 3	25k-50k	151	176	200
Followers/Host 4	50k+	35	41	46

User Acquisition From Hosts

Host Total Followers (Reach)		11.140.391	12.988.098	14.808.090
% of hosts audience that visit website		0,20%	0,20%	0,20%
Website Visitors From Hosts		22.281	25.976	29.616
Website CR		2,50%	2,50%	2,50%
New Customers, month		557	649	740
Churn	20,00%	432	482	549
Returning Customers		2.286	2.578	2.937
Total Orders		2.411	2.745	3.128

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	2.411	2.745	3.128
				AOV	€25,0	€25,0	€26,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€60.263	€68.628	€81.325
				Average Monthly GMV / Host	€52	€51	€53
				Average Monthly Revenue / Host	€5	€5	€5
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€6.026	€6.863	€8.132

10 Cooks Onboarded

21	22	23	24		de març-22	d'abr.-22	de maig-22
Marketing Package SaaS (May 2023)							
				CR	52000,0%	52000,0%	52000,0%
0	0	4.000	13.500	Cooks Contacted (Reach)			
0	0	424	1.431	Cooks met (Call or Chat)			
0	0	120	405	Cooks, converted			
0	0	120	525	Total Cooks Converted			
0	0			Tier 1 (€100) Subscribers			
				Churn	2%		
0	€0	€48.597	€399.573	Tier 1 Revenue			
0	0			Tier 2 (€200) Subscribers			
				Churn	3%		
0	0	2.700	19.349	Tier 2 Revenue			
0	€0	€51.297	€367.625	MRR Subscription Revenue	€0	€0	€0
All Revenue Streams							
				MRR Host Subscriptions	€5.790	€7.426	€8.466
				Total Marketplace Commission	€6.026	€6.863	€8.132
				MRR Subscription Revenue	€0	€0	€0
				Combined Revenue Per Host	10 €	11 €	11 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€11.817	€14.288	€16.599
REVENUE SPLT							
				Revenue from Customers	11.817	14.288	16.599
					6.026	6.863	8.132

10 Cooks Onboarded

21	22	23	24	de març-22	d'abr.-22	de maig-22
			Revenue from Cooks	5.790	7.426	8.466
			TOTAL GMV	€66.053	€76.054	€89.791
			TOTAL REVENUE	€11.817	€14.288	€16.599
			CAC Host	€79	€64	€64
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€10	€11	€11
			Host LTV	€510	€529	€539
			CAC Users	€0,60	€0,51	€0,45
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,27	€0,26	€0,27
			User LTV	€1,35	€1,32	€1,37

21	22	23	24		de juny-22	de jul.-22	d'ag.-22
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€5.280	€5.280	€5.280
18	57	126	168	Total Sales employees	5	5	5
				CR	9,5%	9,5%	9,5%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	2000	2000	2000
915	3.101	7.207	10.080	Cooks met (Call or Chat)	272	272	272
688	2.171	5.045	7.056	Cooks, converted	190	190	190
				% Hosts organically	10%	15,00%	15,00%
44	279	949	1.411	Hosts Organically	19	29	29
731	2.449	5.994	8.467	Total New Hosts	209	219	219
€45	€46	€46	€46	Sales cost per lead	€25	€24	€24
8	40	113	209	Churn	2%	23	26
694	2.846	7.921	14.410	Total Active Hosts	1.726	1.919	2.109

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	1432	1593	1687
49	350	1.186	1.298	Tier 1 (€25) Subscribers	207	230	295
				Monthly Gain	22	23	65
				Churn	2%	3	3
4.077	70.093	311.822	768.529	Tier 1 Revenue	€5.177	€5.756	€7.381
35	136	384	526	Tier 2 (€50) Subscribers	86	96	127
				Monthly Gain	9	10	31
				Churn	2%	1	1
4.759	61.055	230.575	517.724	Tier 2 Revenue	€4.314	€4.797	€6.327

21	22	23	24
8.837	131.148	542.397	1.209.725

de juny-22	de jul.-22	d'ag.-22
€9.491	€10.553	€13.708

Review of Acquired Hosts

Total Active Hosts	# Followers	1.726	1.919	2.109
Followers/Host 1	200-5k	984	1.094	1.202
Followers/Host 2	5k-25k	466	518	569
Followers/Host 3	25k-50k	224	249	274
Followers/Host 4	50k+	52	58	63

User Acquisition From Hosts

Host Total Followers (Reach)		16.600.781	18.458.165	20.287.687
% of hosts audience that visit website		0,25%	0,25%	0,25%
Website Visitors From Hosts		41.502	46.145	50.719
Website CR		2,50%	2,50%	2,50%
New Customers, month		1.038	1.154	1.268
Churn	20,00%	626	790	936
Returning Customers		3.540	4.315	5.011
Total Orders		3.952	4.678	5.343

Marketplace Commission Revenue

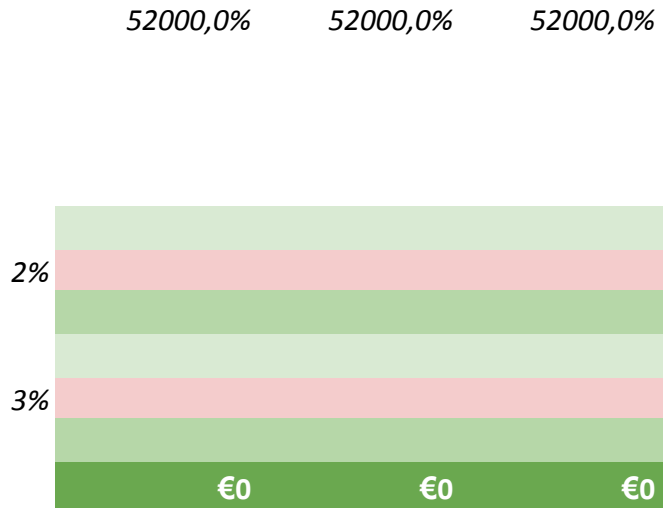
5.919	53.783	211.438	539.229	Total Monthly Orders	3.952	4.678	5.343
				AOV	€26,0	€26,0	€26,0
136.023	1.422.146	6.511.891	19.224.103	Month Total GMV	€102.748	€121.638	€138.918
				Average Monthly GMV / Host	€60	€63	€66
				Average Monthly Revenue / Host	€6	€6	€7
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€10.275	€12.164	€13.892

21 22 23 24

de juny-22 de jul.-22 d'ag.-22

Marketing Package SaaS (May 2023)

				CR
0	0	4.000	13.500	Cooks Contacted (Reach)
0	0	424	1.431	Cooks met (Call or Chat)
0	0	120	405	Cooks, converted
0	0	120	525	Total Cooks Converted
0	0			Tier 1 (€100) Subscribers
				Churn
0	€0	€48.597	€399.573	Tier 1 Revenue
0	0			Tier 2 (€200) Subscribers
				Churn
0	0	2.700	19.349	Tier 2 Revenue
0	€0	€51.297	€367.625	MRR Subscription Revenue



All Revenue Streams

				MRR Host Subscriptions
				Total Marketplace Commission
				MRR Subscription Revenue
				Combined Revenue Per Host
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue

€9.491	€10.553	€13.708
€10.275	€12.164	€13.892
€0	€0	€0
11 €	12 €	13 €
€19.766	€22.717	€27.600

REVENUE SPLT

Revenue from Customers	19.766	22.717	27.600
	10.275	12.164	13.892

21	22	23	24	de juny-22	de jul.-22	d'ag.-22
			Revenue from Cooks	9.491	10.553	13.708
			TOTAL GMV	€112.239	€132.191	€152.625
			TOTAL REVENUE	€19.766	€22.717	€27.600
			CAC Host	€65	€62	€68
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€11	€12	€13
			Host LTV	€573	€592	€654
			CAC Users	€0,33	€0,29	€0,30
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,25	€0,26	€0,27
			User LTV	€1,24	€1,32	€1,37

Milestone - 2000 Cooks Onboarded

3rd Funding

21	22	23	24		de set.-22	d'oct.-22	de nov.-22
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€5.280	€5.280	€5.280
18	57	126	168	Total Sales employees	5	5	5
				CR	9,5%	9,5%	9,5%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	2000	2000	2000
915	3.101	7.207	10.080	Cooks met (Call or Chat)	272	272	272
688	2.171	5.045	7.056	Cooks, converted	190	190	190
				% Hosts organically	15,00%	15,00%	15,00%
44	279	949	1.411	Hosts Organically	29	29	29
731	2.449	5.994	8.467	Total New Hosts	219	219	219
€45	€46	€46	€46	Sales cost per lead	€24	€24	€24
8	40	113	209	Churn	32	34	37
694	2.846	7.921	14.410	Total Active Hosts	2.296	2.481	2.662

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	1837	1985	2130
49	350	1.186	1.298	Tier 1 (€25) Subscribers	321	347	373
				Monthly Gain	26	26	25
				Churn	5	5	6
4.077	70.093	311.822	768.529	Tier 1 Revenue	€8.037	€8.683	€9.319
35	136	384	526	Tier 2 (€50) Subscribers	138	149	160
				Monthly Gain	11	11	11
				Churn	2	2	2
4.759	61.055	230.575	517.724	Tier 2 Revenue	€6.889	€7.442	€7.987

Milestone - 2000 Cooks Onboarded

3rd Funding

21	22	23	24
8.837	131.148	542.397	1.209.725

de set.-22	d'oct.-22	de nov.-22
€14.926	€16.125	€17.306

Review of Acquired Hosts

Total Active Hosts	# Followers	2.296	2.481	2.662
Followers/Host 1	200-5k	1.309	1.414	1.518
Followers/Host 2	5k-25k	620	670	719
Followers/Host 3	25k-50k	299	322	346
Followers/Host 4	50k+	69	74	80

User Acquisition From Hosts

Host Total Followers (Reach)		22.089.767	23.864.816	25.613.239
% of hosts audience that visit website		0,25%	0,25%	0,25%
Website Visitors From Hosts		55.224	59.662	64.033
Website CR		2,50%	2,50%	2,50%
New Customers, month		1.381	1.492	1.601
Churn	20,00%	1.069	1.193	1.313
Returning Customers		5.655	6.265	6.851
Total Orders		5.967	6.563	7.140

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	5.967	6.563	7.140
				AOV	€27,0	€27,0	€27,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€161.109	€177.209	€192.770
				Average Monthly GMV / Host	€70	€71	€72
				Average Monthly Revenue / Host	€7	€7	€7
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€16.111	€17.721	€19.277

Milestone - 2000 Cooks Onboarded

3rd Funding

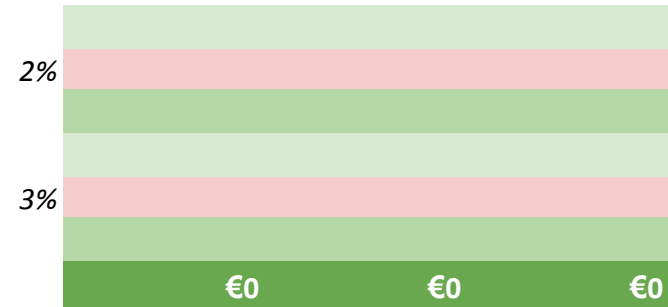
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de set.-22 d'oct.-22 de nov.-22

Marketing Package SaaS (May 2023)

				CR
0	0	4.000	13.500	Cooks Contacted (Reach)
0	0	424	1.431	Cooks met (Call or Chat)
0	0	120	405	Cooks, converted
0	0	120	525	Total Cooks Converted
0	0			Tier 1 (€100) Subscribers
				Churn
0	€0	€48.597	€399.573	Tier 1 Revenue
0	0			Tier 2 (€200) Subscribers
				Churn
0	0	2.700	19.349	Tier 2 Revenue
0	€0	€51.297	€367.625	MRR Subscription Revenue

52000,0% 52000,0% 52000,0%



All Revenue Streams

				MRR Host Subscriptions
				Total Marketplace Commission
				MRR Subscription Revenue
				Combined Revenue Per Host
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue

€14.926	€16.125	€17.306
€16.111	€17.721	€19.277
€0	€0	€0
14 €	14 €	14 €
€31.036	€33.846	€36.583

REVENUE SPLT

Revenue from Customers	31.036	33.846	36.583
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16.111 17.721 19.277

Milestone - 2000 Cooks Onboarded

3rd Funding

21	22	23	24	de set.-22	d'oct.-22	de nov.-22
			Revenue from Cooks	14.926	16.125	17.306
			TOTAL GMV	€176.035	€193.334	€210.077
			TOTAL REVENUE	€31.036	€33.846	€36.583
			CAC Host	€68	€68	€79
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€14	€14	€14
			Host LTV	€676	€682	€687
			CAC Users	€0,27	€0,25	€0,27
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,29	€0,30	€0,30
			User LTV	€1,46	€1,49	€1,51

21	22	23	24		de des.-22	de gen.-23	de febr.-23
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€5.280	€6.336	€22.836
18	57	126	168	Total Sales employees	5	5	11
				CR	9,5%	10,0%	10,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	2000	2000	4400
915	3.101	7.207	10.080	Cooks met (Call or Chat)	272	286	629
688	2.171	5.045	7.056	Cooks, converted	190	200	440
				% Hosts organically	17,50%	17,50%	17,50%
44	279	949	1.411	Hosts Organically	33	35	77
731	2.449	5.994	8.467	Total New Hosts	224	235	518
€45	€46	€46	€46	Sales cost per lead	€24	€27	€44
8	40	113	209	Churn	2%	40	43
694	2.846	7.921	14.410	Total Active Hosts	2.846	3.039	3.511

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	2277	2361	2714
49	350	1.186	1.298	Tier 1 (€25) Subscribers	398	486	562
				Monthly Gain	26	88	76
				Churn	2%	6	7
4.077	70.093	311.822	768.529	Tier 1 Revenue	€9.962	€12.155	€14.043
35	136	384	526	Tier 2 (€50) Subscribers	171	191	235
				Monthly Gain	11	21	44
				Churn	2%	3	3
4.759	61.055	230.575	517.724	Tier 2 Revenue	€8.539	€9.572	€11.761

European Expar
Potential 3rd Fu

	21	22	23	24		de des.-22	de gen.-23	de febr.-23
	8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€18.501	€21.728	€25.804

Review of Acquired Hosts

Total Active Hosts	# Followers	2.846	3.039	3.511
Followers/Host 1	200-5k	1.622	1.732	2.001
Followers/Host 2	5k-25k	768	820	948
Followers/Host 3	25k-50k	370	395	456
Followers/Host 4	50k+	85	91	105

User Acquisition From Hosts

Host Total Followers (Reach)		27.381.227	29.233.469	33.773.480
% of hosts audience that visit website		0,25%	0,30%	0,30%
Website Visitors From Hosts		68.453	87.700	101.320
Website CR		2,50%	2,50%	2,50%
New Customers, month		1.711	2.193	2.533
Churn	20,00%	1.428	1.541	1.802
Returning Customers		7.423	8.358	9.740
Total Orders		7.706	9.009	10.471

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	7.706	9.009	10.471
				AOV	€28,0	€28,0	€28,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€215.780	€252.249	€293.198
				Average Monthly GMV / Host	€76	€83	€84
				Average Monthly Revenue / Host	€8	€8	€8
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€21.578	€25.225	€29.320

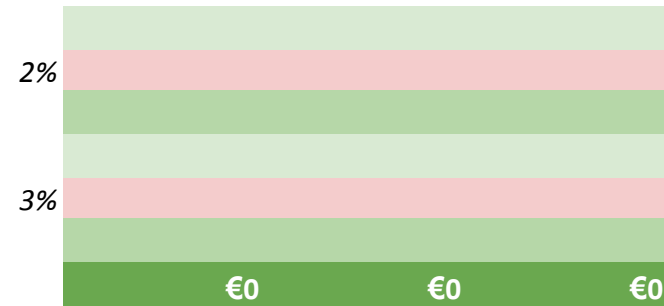
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de des.-22 de gen.-23 de febr.-23

Marketing Package SaaS (May 2023)

				CR
0	0	4.000	13.500	Cooks Contacted (Reach)
0	0	424	1.431	Cooks met (Call or Chat)
0	0	120	405	Cooks, converted
0	0	120	525	Total Cooks Converted
0	0			Tier 1 (€100) Subscribers
				Churn
0	€0	€48.597	€399.573	Tier 1 Revenue
0	0			Tier 2 (€200) Subscribers
				Churn
0	0	2.700	19.349	Tier 2 Revenue
0	€0	€51.297	€367.625	MRR Subscription Revenue

52000,0% 52000,0%



All Revenue Streams

				MRR Host Subscriptions	€18.501	€21.728	€25.804
				Total Marketplace Commission	€21.578	€25.225	€29.320
				MRR Subscription Revenue	€0	€0	€0
				Combined Revenue Per Host	14 €	15 €	16 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€40.079	€46.952	€55.124

REVENUE SPLT

Revenue from Customers	40.079	46.952	55.124
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European Expar
Potential 3rd Fu

21	22	23	24	de des.-22	de gen.-23	de febr.-23
			Revenue from Cooks	18.501	21.728	25.804
			TOTAL GMV	€234.281	€273.976	€319.002
			TOTAL REVENUE	€40.079	€46.952	€55.124
			CAC Host	€78	€87	€79
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€14	€15	€16
			Host LTV	€704	€773	€785
			CAC Users	€0,25	€0,23	€0,40
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,32	€0,29	€0,29
			User LTV	€1,58	€1,44	€1,45

vision

Launch Marketi

nding - 1 mil

de març-23

d'abr.-23

de maig-23

21	22	23	24	
Host/Clients Acquisition				
€20.064	€63.360	€257.532	€390.720	Total Sales expense
18	57	126	168	Total Sales employees
				CR
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)
915	3.101	7.207	10.080	Cooks met (Call or Chat)
688	2.171	5.045	7.056	Cooks, converted
				% Hosts organically
44	279	949	1.411	Hosts Organically
731	2.449	5.994	8.467	Total New Hosts
€45	€46	€46	€46	Sales cost per lead
8	40	113	209	Churn
694	2.846	7.921	14.410	Total Active Hosts

€22.836	€22.836	€22.836
11	11	11
10,0%	10,0%	10,0%
4400	4400	4400
629	629	629
440	440	440
17,50%	17,50%	17,50%
77	77	77
518	518	518
€44	€44	€44
2%	53	60
3.976	4.433	4.885

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium
49	350	1.186	1.298	Tier 1 (€25) Subscribers
				Monthly Gain
				Churn
4.077	70.093	311.822	768.529	Tier 1 Revenue
35	136	384	526	Tier 2 (€50) Subscribers
				Monthly Gain
				Churn
4.759	61.055	230.575	517.724	Tier 2 Revenue

3061	3414	3761
636	709	782
74	73	72
2%	10	11
€15.902	€17.734	€19.538
278	310	342
43	32	32
2%	4	5
€13.915	€15.517	€17.096

vision

Launch Marketi

anding - 1 mil

21	22	23	24
8.837	131.148	542.397	1.209.725

de març-23	d'abr.-23	de maig-23
€29.817	€33.251	€36.634

Review of Acquired Hosts

Total Active Hosts	# Followers	3.976	4.433	4.885
Followers/Host 1	200-5k	2.266	2.527	2.784
Followers/Host 2	5k-25k	1.073	1.197	1.319
Followers/Host 3	25k-50k	517	576	635
Followers/Host 4	50k+	119	133	147

User Acquisition From Hosts

Host Total Followers (Reach)		38.245.392	42.650.224	46.988.985
% of hosts audience that visit website		0,30%	0,30%	0,30%
Website Visitors From Hosts		114.736	127.951	140.967
Website CR		2,50%	2,50%	2,50%
New Customers, month		2.868	3.199	3.524
Churn	20,00%	2.094	2.404	2.722
Returning Customers		11.245	12.814	14.412
Total Orders		12.020	13.609	15.214

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	12.020	13.609	15.214
				AOV	€28,0	€30,0	€30,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€336.549	€408.279	€456.418
				Average Monthly GMV / Host	€85	€92	€93
				Average Monthly Revenue / Host	€8	€9	€9
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€33.655	€40.828	€45.642

ersion
inding - 1 mil

Launch Marketi

21 22 23 24

de març-23

d'abr.-23

de maig-23

Marketing Package SaaS (May 2023)

	21	22	23	24		
					CR	3,0%
0	0	4.000	13.500		Cooks Contacted (Reach)	500
0	0	424	1.431		Cooks met (Call or Chat)	53
0	0	120	405		Cooks, converted	15
0	0	120	525		Total Cooks Converted	15
0	0				Tier 1 (€100) Subscribers	13
					Churn	2%
0	€0	€48.597	€399.573		Tier 1 Revenue	€1.350
0	0				Tier 2 (€200) Subscribers	1
					Churn	3%
0	0	2.700	19.349		Tier 2 Revenue	€75
0	€0	€51.297	€367.625		MRR Subscription Revenue	€0 €0 €1.425

All Revenue Streams

	21	22	23	24				
					MRR Host Subscriptions	€29.817	€33.251	€36.634
					Total Marketplace Commission	€33.655	€40.828	€45.642
					MRR Subscription Revenue	€0	€0	€1.425
					Combined Revenue Per Host	16 €	17 €	17 €
22.439	273.363	1.244.888	3.499.761		Combined Total Revenue	€63.472	€74.079	€83.701

REVENUE SPLT

	21	22	23	24
Revenue from Customers	33.655	40.828	45.642	

				ersion	Launch Marketi	
				inding - 1 mil		
21	22	23	24	de març-23	d'abr.-23	
				de maig-23		
			Revenue from Cooks	29.817	33.251	38.059
			TOTAL GMV	€366.366	€441.530	€493.052
			TOTAL REVENUE	€63.472	€74.079	€83.701
			CAC Host	€79	€79	€83
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€16	€17	€17
			Host LTV	€798	€835	€857
			CAC Users	€0,36	€0,32	€0,30
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,29	€0,32	€0,32
			User LTV	€1,47	€1,60	€1,62

ng Package

21	22	23	24		de juny-23	de jul.-23	d'ag.-23
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€22.836	€22.836	€22.836
18	57	126	168	Total Sales employees	11	11	11
				CR	10,0%	10,0%	10,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	4400	4400	4400
915	3.101	7.207	10.080	Cooks met (Call or Chat)	629	629	629
688	2.171	5.045	7.056	Cooks, converted	440	440	440
				% Hosts organically	17,50%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	77	88	88
731	2.449	5.994	8.467	Total New Hosts	518	529	529
€45	€46	€46	€46	Sales cost per lead	€44	€43	€43
8	40	113	209	Churn	73	80	87
694	2.846	7.921	14.410	Total Active Hosts	5.329	5.777	6.219

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	3890	4217	4540
49	350	1.186	1.298	Tier 1 (€25) Subscribers	1066	1155	1244
				Monthly Gain	284	90	88
				Churn	16	17	19
4.077	70.093	311.822	768.529	Tier 1 Revenue	€26.644	€28.887	€31.096
35	136	384	526	Tier 2 (€50) Subscribers	373	404	435
				Monthly Gain	31	31	31
				Churn	6	6	7
4.759	61.055	230.575	517.724	Tier 2 Revenue	€18.651	€20.221	€21.767

ng Package

21	22	23	24		de juny-23	de jul.-23	d'ag.-23
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€45.294	€49.108	€52.863

Review of Acquired Hosts

Total Active Hosts	# Followers	5.329	5.777	6.219
Followers/Host 1	200-5k	3.037	3.293	3.545
Followers/Host 2	5k-25k	1.439	1.560	1.679
Followers/Host 3	25k-50k	693	751	808
Followers/Host 4	50k+	160	173	187

User Acquisition From Hosts

Host Total Followers (Reach)		51.262.663	55.578.163	59.828.930
% of hosts audience that visit website		0,30%	0,30%	0,30%
Website Visitors From Hosts		153.788	166.734	179.487
Website CR		2,50%	2,50%	2,50%
New Customers, month		3.845	4.168	4.487
Churn	20,00%	3.043	3.364	3.685
Returning Customers		16.016	17.623	19.229
Total Orders		16.818	18.427	20.031

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	16.818	18.427	20.031
				AOV	€30,0	€30,0	€32,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€504.533	€552.821	€640.985
				Average Monthly GMV / Host	€95	€96	€103
				Average Monthly Revenue / Host	€9	€10	€10
13.602	142.215	651.189	1.922.410	Total Marketplace Commssion	€50.453	€55.282	€64.098

ng Package

21	22	23	24		de juny-23	de jul.-23	d'ag.-23
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	500	500	500
0	0	424	1.431	Cooks met (Call or Chat)	53	53	53
0	0	120	405	Cooks, converted	15	15	15
0	0	120	525	Total Cooks Converted	30	45	60
0	0			Tier 1 (€100) Subscribers	27	40	54
				Churn	2%	1	1
0	€0	€48.597	€399.573	Tier 1 Revenue	€2.700	€4.050	€5.400
0	0			Tier 2 (€200) Subscribers	3	4	6
				Churn	3%	0	0
0	0	2.700	19.349	Tier 2 Revenue	€150	€225	€300
0	€0	€51.297	€367.625	MRR Subscription Revenue	€2.850	€4.275	€5.700
All Revenue Streams							
				MRR Host Subscriptions	€45.294	€49.108	€52.863
				Total Marketplace Commission	€50.453	€55.282	€64.098
				MRR Subscription Revenue	€2.850	€4.275	€5.700
				Combined Revenue Per Host	19 €	19 €	20 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€98.598	€108.664	€122.661
REVENUE SPLT							
				Revenue from Customers	50.453	55.282	64.098

ng Package

21	22	23	24	de juny-23	de jul.-23	d'ag.-23
			Revenue from Cooks	48.144	53.382	58.563
			TOTAL GMV	€549.827	€601.929	€693.848
			TOTAL REVENUE	€98.598	€108.664	€122.661
			CAC Host	€83	€81	€81
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€19	€19	€20
			Host LTV	€925	€940	€986
			CAC Users	€0,28	€0,26	€0,24
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,33	€0,33	€0,36
			User LTV	€1,64	€1,66	€1,79

21	22	23	24		de set.-23	d'oct.-23	de nov.-23
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€22.836	€22.836	€22.836
18	57	126	168	Total Sales employees	11	11	11
				CR	10,0%	10,0%	10,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	4400	4400	4400
915	3.101	7.207	10.080	Cooks met (Call or Chat)	629	629	629
688	2.171	5.045	7.056	Cooks, converted	440	440	440
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	88	88	88
731	2.449	5.994	8.467	Total New Hosts	529	529	529
€45	€46	€46	€46	Sales cost per lead	€43	€43	€43
8	40	113	209	Churn	93	100	106
694	2.846	7.921	14.410	Total Active Hosts	6.654	7.083	7.505

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	4858	5171	5479
49	350	1.186	1.298	Tier 1 (€25) Subscribers	1331	1417	1501
				Monthly Gain	87	86	84
				Churn	20	21	23
4.077	70.093	311.822	768.529	Tier 1 Revenue	€33.272	€35.416	€37.527
35	136	384	526	Tier 2 (€50) Subscribers	466	496	525
				Monthly Gain	30	30	30
				Churn	7	7	8
4.759	61.055	230.575	517.724	Tier 2 Revenue	€23.291	€24.791	€26.269

21	22	23	24		de set.-23	d'oct.-23	de nov.-23
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€56.563	€60.207	€63.796

Review of Acquired Hosts

Total Active Hosts	# Followers	6.654	7.083	7.505
Followers/Host 1	200-5k	3.793	4.037	4.278
Followers/Host 2	5k-25k	1.797	1.912	2.026
Followers/Host 3	25k-50k	865	921	976
Followers/Host 4	50k+	200	212	225

User Acquisition From Hosts

Host Total Followers (Reach)		64.015.935	68.140.135	72.202.473
% of hosts audience that visit website		0,30%	0,30%	0,30%
Website Visitors From Hosts		192.048	204.420	216.607
Website CR		2,50%	2,50%	2,50%
New Customers, month		4.801	5.111	5.415
Churn	20,00%	4.006	4.324	4.639
Returning Customers		20.826	22.407	23.970
Total Orders		21.621	23.194	24.746

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	21.621	23.194	24.746
				AOV	€32,0	€32,0	€32,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€691.867	€742.193	€791.888
				Average Monthly GMV / Host	€104	€105	€106
				Average Monthly Revenue / Host	€10	€10	€11
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€69.187	€74.219	€79.189

21	22	23	24		de set.-23	d'oct.-23	de nov.-23
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	500	500	500
0	0	424	1.431	Cooks met (Call or Chat)	53	53	53
0	0	120	405	Cooks, converted	15	15	15
0	0	120	525	Total Cooks Converted	75	90	105
0	0			Tier 1 (€100) Subscribers	67	81	94
				Churn	2%	1	2
0	€0	€48.597	€399.573	Tier 1 Revenue	€6.750	€8.099	€9.449
0	0			Tier 2 (€200) Subscribers	7	9	10
				Churn	3%	0	0
0	0	2.700	19.349	Tier 2 Revenue	€375	€450	€525
0	€0	€51.297	€367.625	MRR Subscription Revenue	€7.125	€8.549	€9.974
All Revenue Streams							
				MRR Host Subscriptions	€56.563	€60.207	€63.796
				Total Marketplace Commission	€69.187	€74.219	€79.189
				MRR Subscription Revenue	€7.125	€8.549	€9.974
				Combined Revenue Per Host	20 €	20 €	20 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€132.874	€142.976	€152.959
REVENUE SPLT							
				Revenue from Customers	69.187	74.219	79.189

21	22	23	24	de set.-23	d'oct.-23	de nov.-23
			Revenue from Cooks	63.687	68.756	73.771
			TOTAL GMV	€748.430	€802.400	€855.684
			TOTAL REVENUE	€132.874	€142.976	€152.959
			CAC Host	€81	€81	€81
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€20	€20	€20
			Host LTV	€998	€1.009	€1.019
			CAC Users	€0,22	€0,21	€0,20
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,36	€0,36	€0,37
			User LTV	€1,80	€1,82	€1,83

Asian Expansion

21	22	23	24		de des.-23	de gen.-24	de febr.-24
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€22.836	€32.538	€32.538
18	57	126	168	Total Sales employees	11	14	14
				CR	10,0%	10,5%	10,5%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	4400	5600	5600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	629	840	840
688	2.171	5.045	7.056	Cooks, converted	440	588	588
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	88	118	118
731	2.449	5.994	8.467	Total New Hosts	529	706	706
€45	€46	€46	€46	Sales cost per lead	€43	€46	€46
8	40	113	209	Churn	2%	113	119
694	2.846	7.921	14.410	Total Active Hosts	7.921	8.508	9.086

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	5783	6194	6587
49	350	1.186	1.298	Tier 1 (€25) Subscribers	1584	1702	1817
				Monthly Gain	83	117	116
				Churn	2%	24	26
4.077	70.093	311.822	768.529	Tier 1 Revenue	€39.607	€42.541	€45.431
35	136	384	526	Tier 2 (€50) Subscribers	554	613	681
				Monthly Gain	29	58	69
				Churn	2%	8	9
4.759	61.055	230.575	517.724	Tier 2 Revenue	€27.725	€30.629	€34.073

Asian Expansion

21	22	23	24		de des.-23	de gen.-24	de febr.-24
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€67.332	€73.170	€79.504

Review of Acquired Hosts

Total Active Hosts	# Followers	7.921	8.508	9.086
Followers/Host 1	200-5k	4.515	4.850	5.179
Followers/Host 2	5k-25k	2.139	2.297	2.453
Followers/Host 3	25k-50k	1.030	1.106	1.181
Followers/Host 4	50k+	238	255	273

User Acquisition From Hosts

Host Total Followers (Reach)		76.203.875	81.848.689	87.408.831
% of hosts audience that visit website		0,30%	0,35%	0,35%
Website Visitors From Hosts		228.612	286.470	305.931
Website CR		2,50%	2,50%	2,50%
New Customers, month		5.715	7.162	7.648
Churn	20,00%	4.949	5.256	6.018
Returning Customers		25.512	28.185	31.721
Total Orders		26.278	30.091	33.351

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	26.278	30.091	33.351
				AOV	€32,0	€32,0	€34,0
136.023	1.422.146	6.511.891	19.224.103	Month Total GMV	€840.911	€962.899	€1.133.931
				Average Monthly GMV / Host	€106	€113	€125
				Average Monthly Revenue / Host	€11	€11	€12
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€84.091	€96.290	€113.393

Asian Expansion

21	22	23	24		de des.-23	de gen.-24	de febr.-24
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	500	1000	1000
0	0	424	1.431	Cooks met (Call or Chat)	53	106	106
0	0	120	405	Cooks, converted	15	30	30
0	0	120	525	Total Cooks Converted	120	150	180
0	0			Tier 1 (€100) Subscribers	108	135	162
				Churn	2%	2	3
0	€0	€48.597	€399.573	Tier 1 Revenue	€10.799	€13.499	€16.199
0	0			Tier 2 (€200) Subscribers	12	15	18
				Churn	3%	0	1
0	0	2.700	19.349	Tier 2 Revenue	€600	€750	€900
0	€0	€51.297	€367.625	MRR Subscription Revenue	€11.399	€14.249	€17.099
All Revenue Streams							
				MRR Host Subscriptions	€67.332	€73.170	€79.504
				Total Marketplace Commission	€84.091	€96.290	€113.393
				MRR Subscription Revenue	€11.399	€14.249	€17.099
				Combined Revenue Per Host	21 €	22 €	23 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€162.822	€183.709	€209.996
REVENUE SPLT							
				Revenue from Customers	162.822	183.709	209.996
					84.091	96.290	113.393

Asian Expansion

21	22	23	24	de des.-23	de gen.-24	de febr.-24
			Revenue from Cooks	78.731	87.419	96.603
			TOTAL GMV	€908.243	€1.036.070	€1.213.435
			TOTAL REVENUE	€162.822	€183.709	€209.996
			CAC Host	€81	€74	€75
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€21	€22	€23
			Host LTV	€1.028	€1.080	€1.156
			CAC Users	€0,19	€0,18	€0,17
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,37	€0,34	€0,37
			User LTV	€1,84	€1,68	€1,85

21	22	23	24		de març-24	d'abr.-24	de maig-24
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€32.538	€32.538	€32.538
18	57	126	168	Total Sales employees	14	14	14
				CR	10,5%	10,5%	10,5%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	5600	5600	5600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	840	840	840
688	2.171	5.045	7.056	Cooks, converted	588	588	588
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	118	118	118
731	2.449	5.994	8.467	Total New Hosts	706	706	706
€45	€46	€46	€46	Sales cost per lead	€46	€46	€46
8	40	113	209	Churn	2% 136	145	153
694	2.846	7.921	14.410	Total Active Hosts	9.655	10.216	10.769

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	7000	7407	7807
49	350	1.186	1.298	Tier 1 (€25) Subscribers	1931	2043	2154
				Monthly Gain	114	112	110
				Churn	2% 29	31	32
4.077	70.093	311.822	768.529	Tier 1 Revenue	€48.277	€51.081	€53.843
35	136	384	526	Tier 2 (€50) Subscribers	724	766	808
				Monthly Gain	43	42	41
				Churn	2% 11	11	12
4.759	61.055	230.575	517.724	Tier 2 Revenue	€36.208	€38.311	€40.382

21	22	23	24		de març-24	d'abr.-24	de maig-24
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€84.485	€89.392	€94.225

Review of Acquired Hosts

Total Active Hosts	# Followers	9.655	10.216	10.769
Followers/Host 1	200-5k	5.504	5.823	6.138
Followers/Host 2	5k-25k	2.607	2.758	2.908
Followers/Host 3	25k-50k	1.255	1.328	1.400
Followers/Host 4	50k+	290	306	323

User Acquisition From Hosts

Host Total Followers (Reach)		92.885.570	98.280.159	103.593.828
% of hosts audience that visit website		0,35%	0,35%	0,35%
Website Visitors From Hosts		325.099	343.981	362.578
Website CR		2,50%	2,50%	2,50%
New Customers, month		8.127	8.600	9.064
Churn	20,00%	6.670	7.253	7.792
Returning Customers		34.808	37.612	40.231
Total Orders		36.266	38.958	41.504

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	36.266	38.958	41.504
				AOV	€34,0	€34,0	€34,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€1.233.028	€1.324.584	€1.411.133
				Average Monthly GMV / Host	€128	€130	€131
				Average Monthly Revenue / Host	€13	€13	€13
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€123.303	€132.458	€141.113

21	22	23	24		de març-24	d'abr.-24	de maig-24
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	1000	1000	1000
0	0	424	1.431	Cooks met (Call or Chat)	106	106	106
0	0	120	405	Cooks, converted	30	30	30
0	0	120	525	Total Cooks Converted	210	240	270
0	0			Tier 1 (€100) Subscribers	189	216	243
				Churn	2%	4	4
0	€0	€48.597	€399.573	Tier 1 Revenue	€18.899	€21.599	€24.298
0	0			Tier 2 (€200) Subscribers	21	24	27
				Churn	3%	1	1
0	0	2.700	19.349	Tier 2 Revenue	€1.050	€1.200	€1.350
0	€0	€51.297	€367.625	MRR Subscription Revenue	€19.949	€22.798	€25.648
All Revenue Streams							
				MRR Host Subscriptions	€84.485	€89.392	€94.225
				Total Marketplace Commission	€123.303	€132.458	€141.113
				MRR Subscription Revenue	€19.949	€22.798	€25.648
				Combined Revenue Per Host	24 €	24 €	24 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€227.737	€244.649	€260.987
REVENUE SPLT							
				Revenue from Customers	123.303	132.458	141.113

21	22	23	24	de març-24	d'abr.-24	de maig-24
			Revenue from Cooks	104.434	112.191	119.873
			TOTAL GMV	€1.317.513	€1.413.976	€1.505.359
			TOTAL REVENUE	€227.737	€244.649	€260.987
			CAC Host	€75	€75	€75
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€24	€24	€24
			Host LTV	€1.179	€1.197	€1.212
			CAC Users	€0,16	€0,15	€0,15
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,38	€0,39	€0,39
			User LTV	€1,90	€1,93	€1,95

21	22	23	24		de juny-24	de jul.-24	d'ag.-24
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€32.538	€32.538	€32.538
18	57	126	168	Total Sales employees	14	14	14
				CR	10,5%	10,5%	10,5%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	5600	5600	5600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	840	840	840
688	2.171	5.045	7.056	Cooks, converted	588	588	588
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	118	118	118
731	2.449	5.994	8.467	Total New Hosts	706	706	706
€45	€46	€46	€46	Sales cost per lead	€46	€46	€46
8	40	113	209	Churn	2% 162	170	178
694	2.846	7.921	14.410	Total Active Hosts	11.313	11.849	12.376

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	8202	8590	8973
49	350	1.186	1.298	Tier 1 (€25) Subscribers	2263	2370	2475
				Monthly Gain	109	107	106
				Churn	2% 34	36	37
4.077	70.093	311.822	768.529	Tier 1 Revenue	€56.563	€59.243	€61.882
35	136	384	526	Tier 2 (€50) Subscribers	848	889	928
				Monthly Gain	41	40	40
				Churn	2% 13	13	14
4.759	61.055	230.575	517.724	Tier 2 Revenue	€42.422	€44.432	€46.412

21	22	23	24		de juny-24	de jul.-24	d'ag.-24
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€98.986	€103.675	€108.294

Review of Acquired Hosts

Total Active Hosts	# Followers	11.313	11.849	12.376
Followers/Host 1	200-5k	6.448	6.754	7.055
Followers/Host 2	5k-25k	3.054	3.199	3.342
Followers/Host 3	25k-50k	1.471	1.540	1.609
Followers/Host 4	50k+	339	355	371

User Acquisition From Hosts

Host Total Followers (Reach)		108.827.793	113.983.248	119.061.371
% of hosts audience that visit website		0,35%	0,35%	0,35%
Website Visitors From Hosts		380.897	398.941	416.715
Website CR		2,50%	2,50%	2,50%
New Customers, month		9.522	9.974	10.418
Churn	20,00%	8.301	8.789	9.263
Returning Customers		42.726	45.131	47.470
Total Orders		43.947	46.315	48.625

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	43.947	46.315	48.625
				AOV	€36,0	€36,0	€36,0
136.023	1.422.146	6.511.891	19.224.103	Month Total GMV	€1.582.100	€1.667.354	€1.750.499
				Average Monthly GMV / Host	€140	€141	€141
				Average Monthly Revenue / Host	€14	€14	€14
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€158.210	€166.735	€175.050

21	22	23	24		de juny-24	de jul.-24	d'ag.-24
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	1000	1000	1000
0	0	424	1.431	Cooks met (Call or Chat)	106	106	106
0	0	120	405	Cooks, converted	30	30	30
0	0	120	525	Total Cooks Converted	300	330	360
0	0			Tier 1 (€100) Subscribers	270	297	324
				Churn	2%	5	6
0	€0	€48.597	€399.573	Tier 1 Revenue	€26.998	€29.698	€32.398
0	0			Tier 2 (€200) Subscribers	30	33	36
				Churn	3%	1	1
0	0	2.700	19.349	Tier 2 Revenue	€1.500	€1.650	€1.800
0	€0	€51.297	€367.625	MRR Subscription Revenue	€28.498	€31.348	€34.198
All Revenue Streams							
				MRR Host Subscriptions	€98.986	€103.675	€108.294
				Total Marketplace Commission	€158.210	€166.735	€175.050
				MRR Subscription Revenue	€28.498	€31.348	€34.198
				Combined Revenue Per Host	25 €	25 €	26 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€285.694	€301.758	€317.542
REVENUE SPLT							
				Revenue from Customers	158.210	166.735	175.050

21	22	23	24	de juny-24	de jul.-24	d'ag.-24
			Revenue from Cooks	127.484	135.023	142.492
			TOTAL GMV	€1.681.086	€1.771.029	€1.858.793
			TOTAL REVENUE	€285.694	€301.758	€317.542
			CAC Host	€75	€75	€75
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€25	€25	€26
			Host LTV	€1.263	€1.273	€1.283
			CAC Users	€0,14	€0,13	€0,13
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,42	€0,42	€0,42
			User LTV	€2,08	€2,09	€2,10

21	22	23	24		de set.-24	d'oct.-24	de nov.-24
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€32.538	€32.538	€32.538
18	57	126	168	Total Sales employees	14	14	14
				CR	10,5%	10,5%	10,5%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	5600	5600	5600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	840	840	840
688	2.171	5.045	7.056	Cooks, converted	588	588	588
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	118	118	118
731	2.449	5.994	8.467	Total New Hosts	706	706	706
€45	€46	€46	€46	Sales cost per lead	€46	€46	€46
8	40	113	209	Churn	186	193	201
694	2.846	7.921	14.410	Total Active Hosts	12.896	13.409	13.913

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	9350	9721	10087
49	350	1.186	1.298	Tier 1 (€25) Subscribers	2579	2682	2783
				Monthly Gain	104	102	101
				Churn	39	40	42
4.077	70.093	311.822	768.529	Tier 1 Revenue	€64.482	€67.043	€69.565
35	136	384	526	Tier 2 (€50) Subscribers	967	1006	1043
				Monthly Gain	39	38	38
				Churn	15	15	16
4.759	61.055	230.575	517.724	Tier 2 Revenue	€48.361	€50.282	€52.174

21	22	23	24		de set.-24	d'oct.-24	de nov.-24
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€112.843	€117.325	€121.739

Review of Acquired Hosts

Total Active Hosts	# Followers	12.896	13.409	13.913
Followers/Host 1	200-5k	7.351	7.643	7.930
Followers/Host 2	5k-25k	3.482	3.620	3.757
Followers/Host 3	25k-50k	1.677	1.743	1.809
Followers/Host 4	50k+	387	402	417

User Acquisition From Hosts

Host Total Followers (Reach)		124.063.323	128.990.245	133.843.263
% of hosts audience that visit website		0,35%	0,35%	0,35%
Website Visitors From Hosts		434.222	451.466	468.451
Website CR		2,50%	2,50%	2,50%
New Customers, month		10.856	11.287	11.711
Churn	20,00%	9.725	10.177	10.621
Returning Customers		49.756	51.996	54.195
Total Orders		50.886	53.105	55.286

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	50.886	53.105	55.286
				AOV	€36,0	€36,0	€38,0
136.023	1.422.146	6.511.891	19.224.103	Month Total GMV	€1.831.898	€1.911.778	€2.100.850
				Average Monthly GMV / Host	€142	€143	€151
				Average Monthly Revenue / Host	€14	€14	€15
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€183.190	€191.178	€210.085

21	22	23	24		de set.-24	d'oct.-24	de nov.-24	
Marketing Package SaaS (May 2023)								
				CR	3,0%	3,0%	3,0%	
0	0	4.000	13.500	Cooks Contacted (Reach)	1000	1500	1500	
0	0	424	1.431	Cooks met (Call or Chat)	106	159	159	
0	0	120	405	Cooks, converted	30	45	45	
0	0	120	525	Total Cooks Converted	390	435	480	
0	0			Tier 1 (€100) Subscribers	351	391	432	
				Churn	2%	7	8	9
0	€0	€48.597	€399.573	Tier 1 Revenue	€35.098	€39.147	€43.197	
0	0			Tier 2 (€200) Subscribers	39	43	48	
				Churn	3%	1	1	1
0	0	2.700	19.349	Tier 2 Revenue	€1.950	€2.175	€2.400	
0	€0	€51.297	€367.625	MRR Subscription Revenue	€37.048	€41.322	€45.597	
All Revenue Streams								
				MRR Host Subscriptions	€112.843	€117.325	€121.739	
				Total Marketplace Commission	€183.190	€191.178	€210.085	
				MRR Subscription Revenue	€37.048	€41.322	€45.597	
				Combined Revenue Per Host	26 €	26 €	27 €	
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€333.081	€349.825	€377.421	
REVENUE SPLT								
				Revenue from Customers	333.081	349.825	377.421	
					183.190	191.178	210.085	

21	22	23	24	de set.-24	d'oct.-24	de nov.-24
			Revenue from Cooks	149.891	158.647	167.336
			TOTAL GMV	€1.944.742	€2.029.102	€2.222.589
			TOTAL REVENUE	€333.081	€349.825	€377.421
			CAC Host	€75	€75	€75
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€26	€26	€27
			Host LTV	€1.291	€1.304	€1.356
			CAC Users	€0,12	€0,12	€0,11
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,42	€0,42	€0,45
			User LTV	€2,11	€2,12	€2,24

21	22	23	24		de des.-24	de gen.-25	de febr.-25
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€32.802	€33.396	€33.396
18	57	126	168	Total Sales employees	14	14	14
				CR	10,5%	11,0%	11,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	5600	5600	5600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	840	879	879
688	2.171	5.045	7.056	Cooks, converted	588	615	615
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	118	123	123
731	2.449	5.994	8.467	Total New Hosts	706	739	739
€45	€46	€46	€46	Sales cost per lead	€46	€45	€45
8	40	113	209	Churn	2%	209	216
694	2.846	7.921	14.410	Total Active Hosts	14.410	14.932	15.447

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium		10447	10751	10890
49	350	1.186	1.298	Tier 1 (€25) Subscribers		2882	3061	3398
				Monthly Gain		99	179	337
				Churn	2%	43	46	51
4.077	70.093	311.822	768.529	Tier 1 Revenue		€72.050	€76.528	€84.958
35	136	384	526	Tier 2 (€50) Subscribers		1081	1120	1159
				Monthly Gain		37	39	39
				Churn	2%	16	17	17
4.759	61.055	230.575	517.724	Tier 2 Revenue		€54.037	€55.996	€57.926

21	22	23	24		de des.-24	de gen.-25	de febr.-25
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€126.087	€132.524	€142.883

Review of Acquired Hosts

Total Active Hosts	# Followers	14.410	14.932	15.447
Followers/Host 1	200-5k	8.214	8.511	8.805
Followers/Host 2	5k-25k	3.891	4.032	4.171
Followers/Host 3	25k-50k	1.873	1.941	2.008
Followers/Host 4	50k+	432	448	463

User Acquisition From Hosts

Host Total Followers (Reach)		138.623.486	143.648.773	148.598.681
% of hosts audience that visit website		0,40%	0,40%	0,40%
Website Visitors From Hosts		554.494	574.595	594.395
Website CR		2,50%	2,50%	2,50%
New Customers, month		13.862	14.365	14.860
Churn	20,00%	11.057	12.179	13.053
Returning Customers		58.091	63.082	67.074
Total Orders		60.896	65.267	68.880

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	60.896	65.267	68.880
				AOV	€38,0	€38,0	€38,0
136.023	1.422.146	6.511.891	19.224.103	Month Total GMV	€2.314.049	€2.480.160	€2.617.446
				Average Monthly GMV / Host	€161	€166	€169
				Average Monthly Revenue / Host	€16	€17	€17
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€231.405	€248.016	€261.745

21	22	23	24		de des.-24	de gen.-25	de febr.-25
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	1500	1500	1500
0	0	424	1.431	Cooks met (Call or Chat)	159	159	159
0	0	120	405	Cooks, converted	45	45	45
0	0	120	525	Total Cooks Converted	525	570	615
0	0			Tier 1 (€100) Subscribers	472	513	553
				Churn	2%	9	10
0	€0	€48.597	€399.573	Tier 1 Revenue	€47.247	€51.297	€55.346
0	0			Tier 2 (€200) Subscribers	52	57	61
				Churn	3%	2	2
0	0	2.700	19.349	Tier 2 Revenue	€2.625	€2.850	€3.075
0	€0	€51.297	€367.625	MRR Subscription Revenue	€49.872	€54.146	€58.421
All Revenue Streams							
				MRR Host Subscriptions	€126.087	€132.524	€142.883
				Total Marketplace Commission	€231.405	€248.016	€261.745
				MRR Subscription Revenue	€49.872	€54.146	€58.421
				Combined Revenue Per Host	28 €	29 €	30 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€407.363	€434.687	€463.049
REVENUE SPLT							
				Revenue from Customers	407.363	434.687	463.049
					231.405	248.016	261.745

21	22	23	24	de des.-24	de gen.-25	de febr.-25
			Revenue from Cooks	175.959	186.671	201.304
			TOTAL GMV	€2.440.135	€2.612.684	€2.760.329
			TOTAL REVENUE	€407.363	€434.687	€463.049
			CAC Host	€75	€81	€81
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€28	€29	€30
			Host LTV	€1.413	€1.456	€1.499
			CAC Users	€0,10	€0,10	€0,10
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,42	€0,43	€0,44
			User LTV	€2,09	€2,16	€2,20

21	22	23	24		de març-25	d'abr.-25	de maig-25
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€33.396	€33.396	€33.396
18	57	126	168	Total Sales employees	14	14	14
				CR	11,0%	11,0%	11,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	5600	5600	5600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	879	879	879
688	2.171	5.045	7.056	Cooks, converted	615	615	615
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	123	123	123
731	2.449	5.994	8.467	Total New Hosts	739	739	739
€45	€46	€46	€46	Sales cost per lead	€45	€45	€45
8	40	113	209	Churn	2%	232	239
694	2.846	7.921	14.410	Total Active Hosts	15.954	16.453	16.945

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium		11247	11106	11438
49	350	1.186	1.298	Tier 1 (€25) Subscribers		3510	4113	4236
				Monthly Gain		112	603	123
				Churn	2%	53	62	64
4.077	70.093	311.822	768.529	Tier 1 Revenue		€87.745	€102.831	€105.904
35	136	384	526	Tier 2 (€50) Subscribers		1197	1234	1271
				Monthly Gain		38	37	37
				Churn	2%	18	19	19
4.759	61.055	230.575	517.724	Tier 2 Revenue		€59.826	€61.698	€63.542

21	22	23	24		de març-25	d'abr.-25	de maig-25
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€147.571	€164.529	€169.446

Review of Acquired Hosts

Total Active Hosts	# Followers	15.954	16.453	16.945
Followers/Host 1	200-5k	9.094	9.378	9.658
Followers/Host 2	5k-25k	4.307	4.442	4.575
Followers/Host 3	25k-50k	2.074	2.139	2.203
Followers/Host 4	50k+	479	494	508

User Acquisition From Hosts

Host Total Followers (Reach)		153.474.340	158.276.864	163.007.351
% of hosts audience that visit website		0,40%	0,40%	0,40%
Website Visitors From Hosts		613.897	633.107	652.029
Website CR		2,50%	2,50%	2,50%
New Customers, month		15.347	15.828	16.301
Churn	20,00%	13.776	14.405	14.974
Returning Customers		70.452	73.446	76.196
Total Orders		72.023	74.869	77.523

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	72.023	74.869	77.523
				AOV	€38,0	€38,0	€38,0
136.023	1.422.146	6.511.891	19.224.103	Month Total GMV	€2.736.873	€2.845.028	€2.945.872
				Average Monthly GMV / Host	€172	€173	€174
				Average Monthly Revenue / Host	€17	€17	€17
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€273.687	€284.503	€294.587

21	22	23	24		de març-25	d'abr.-25	de maig-25
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	1500	1500	1500
0	0	424	1.431	Cooks met (Call or Chat)	159	159	159
0	0	120	405	Cooks, converted	45	45	45
0	0	120	525	Total Cooks Converted	660	705	750
0	0			Tier 1 (€100) Subscribers	594	634	675
				Churn	2%	12	13
0	€0	€48.597	€399.573	Tier 1 Revenue	€59.396	€63.446	€67.496
0	0			Tier 2 (€200) Subscribers	66	70	75
				Churn	3%	2	2
0	0	2.700	19.349	Tier 2 Revenue	€3.300	€3.525	€3.750
0	€0	€51.297	€367.625	MRR Subscription Revenue	€62.696	€66.971	€71.245
All Revenue Streams							
				MRR Host Subscriptions	€147.571	€164.529	€169.446
				Total Marketplace Commission	€273.687	€284.503	€294.587
				MRR Subscription Revenue	€62.696	€66.971	€71.245
				Combined Revenue Per Host	30 €	31 €	32 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€483.955	€516.002	€535.279
REVENUE SPLT							
				Revenue from Customers	483.955	516.002	535.279
					273.687	284.503	294.587

21	22	23	24	de març-25	d'abr.-25	de maig-25
			Revenue from Cooks	210.267	231.500	240.692
			TOTAL GMV	€2.884.444	€3.009.557	€3.115.319
			TOTAL REVENUE	€483.955	€516.002	€535.279
			CAC Host	€81	€81	€81
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€30	€31	€32
			Host LTV	€1.517	€1.568	€1.579
			CAC Users	€0,10	€0,09	€0,09
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,45	€0,45	€0,45
			User LTV	€2,23	€2,25	€2,26

21	22	23	24		de juny-25	de jul.-25	d'ag.-25
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€33.396	€33.396	€33.396
18	57	126	168	Total Sales employees	14	14	14
				CR	11,0%	11,0%	11,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	5600	5600	5600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	879	879	879
688	2.171	5.045	7.056	Cooks, converted	615	615	615
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	123	123	123
731	2.449	5.994	8.467	Total New Hosts	739	739	739
€45	€46	€46	€46	Sales cost per lead	€45	€45	€45
8	40	113	209	Churn	2%	254	261
694	2.846	7.921	14.410	Total Active Hosts	17.429	17.906	18.376

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	11765	12087	12404
49	350	1.186	1.298	Tier 1 (€25) Subscribers	4357	4477	4594
				Monthly Gain	121	119	117
				Churn	2%	65	67
4.077	70.093	311.822	768.529	Tier 1 Revenue	€108.931	€111.913	€114.850
35	136	384	526	Tier 2 (€50) Subscribers	1307	1343	1378
				Monthly Gain	36	36	35
				Churn	2%	20	20
4.759	61.055	230.575	517.724	Tier 2 Revenue	€65.359	€67.148	€68.910

21	22	23	24		de juny-25	de jul.-25	d'ag.-25
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€174.290	€179.061	€183.760

Review of Acquired Hosts

Total Active Hosts	# Followers	17.429	17.906	18.376
Followers/Host 1	200-5k	9.935	10.206	10.474
Followers/Host 2	5k-25k	4.706	4.835	4.962
Followers/Host 3	25k-50k	2.266	2.328	2.389
Followers/Host 4	50k+	523	537	551

User Acquisition From Hosts

Host Total Followers (Reach)		167.666.880	172.256.516	176.777.308
% of hosts audience that visit website		0,40%	0,40%	0,40%
Website Visitors From Hosts		670.668	689.026	707.109
Website CR		2,50%	2,50%	2,50%
New Customers, month		16.767	17.226	17.678
Churn	20,00%	15.505	16.009	16.496
Returning Customers		78.785	81.263	83.661
Total Orders		80.047	82.480	84.843

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	80.047	82.480	84.843
				AOV	€38,0	€39,0	€39,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€3.041.792	€3.216.704	€3.308.886
				Average Monthly GMV / Host	€175	€180	€180
				Average Monthly Revenue / Host	€17	€18	€18
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€304.179	€321.670	€330.889

21	22	23	24		de juny-25	de jul.-25	d'ag.-25
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	1500	1500	1500
0	0	424	1.431	Cooks met (Call or Chat)	159	159	159
0	0	120	405	Cooks, converted	45	45	45
0	0	120	525	Total Cooks Converted	795	840	885
0	0			Tier 1 (€100) Subscribers	715	756	796
				Churn	2%	14	15
0	€0	€48.597	€399.573	Tier 1 Revenue	€71.545	€75.595	€79.645
0	0			Tier 2 (€200) Subscribers	79	84	88
				Churn	3%	2	3
0	0	2.700	19.349	Tier 2 Revenue	€3.975	€4.200	€4.425
0	€0	€51.297	€367.625	MRR Subscription Revenue	€75.520	€79.795	€84.069
All Revenue Streams							
				MRR Host Subscriptions	€174.290	€179.061	€183.760
				Total Marketplace Commission	€304.179	€321.670	€330.889
				MRR Subscription Revenue	€75.520	€79.795	€84.069
				Combined Revenue Per Host	32 €	32 €	33 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€553.989	€580.526	€598.718
REVENUE SPLT							
				Revenue from Customers	553.989	580.526	598.718
					304.179	321.670	330.889

21	22	23	24	de juny-25	de jul.-25	d'ag.-25
			Revenue from Cooks	249.810	258.856	267.830
			TOTAL GMV	€3.216.082	€3.395.765	€3.492.646
			TOTAL REVENUE	€553.989	€580.526	€598.718
			CAC Host	€81	€81	€81
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€32	€32	€33
			Host LTV	€1.589	€1.621	€1.629
			CAC Users	€0,09	€0,09	€0,08
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,45	€0,47	€0,47
			User LTV	€2,27	€2,33	€2,34

21	22	23	24		de set.-25	d'oct.-25	de nov.-25
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€33.396	€33.396	€33.396
18	57	126	168	Total Sales employees	14	14	14
				CR	11,0%	11,0%	11,0%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	5600	5600	5600
915	3.101	7.207	10.080	Cooks met (Call or Chat)	879	879	879
688	2.171	5.045	7.056	Cooks, converted	615	615	615
				% Hosts organically	20,00%	20,00%	20,00%
44	279	949	1.411	Hosts Organically	123	123	123
731	2.449	5.994	8.467	Total New Hosts	739	739	739
€45	€46	€46	€46	Sales cost per lead	€45	€45	€45
8	40	113	209	Churn	2%	276	283
694	2.846	7.921	14.410	Total Active Hosts	18.839	19.295	19.744

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium		12716	13024	13327
49	350	1.186	1.298	Tier 1 (€25) Subscribers		4710	4824	4936
				Monthly Gain		116	114	112
				Churn	2%	71	72	74
4.077	70.093	311.822	768.529	Tier 1 Revenue		€117.743	€120.593	€123.400
35	136	384	526	Tier 2 (€50) Subscribers		1413	1447	1481
				Monthly Gain		35	34	34
				Churn	2%	21	22	22
4.759	61.055	230.575	517.724	Tier 2 Revenue		€70.646	€72.356	€74.040

21	22	23	24		de set.-25	d'oct.-25	de nov.-25
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€188.389	€192.949	€197.440

Review of Acquired Hosts

Total Active Hosts	# Followers	18.839	19.295	19.744
Followers/Host 1	200-5k	10.738	10.998	11.254
Followers/Host 2	5k-25k	5.087	5.210	5.331
Followers/Host 3	25k-50k	2.449	2.508	2.567
Followers/Host 4	50k+	565	579	592

User Acquisition From Hosts

Host Total Followers (Reach)		181.230.287	185.616.472	189.936.865
% of hosts audience that visit website		0,40%	0,40%	0,40%
Website Visitors From Hosts		724.921	742.466	759.747
Website CR		2,50%	2,50%	2,50%
New Customers, month		18.123	18.562	18.994
Churn	20,00%	16.969	17.430	17.883
Returning Customers		85.998	88.283	90.525
Total Orders		87.152	89.414	91.636

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	87.152	89.414	91.636
				AOV	€39,0	€39,0	€39,0
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€3.398.928	€3.487.165	€3.573.807
				Average Monthly GMV / Host	€180	€181	€181
				Average Monthly Revenue / Host	€18	€18	€18
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€339.893	€348.717	€357.381

21	22	23	24		de set.-25	d'oct.-25	de nov.-25
Marketing Package SaaS (May 2023)							
				CR	3,0%	3,0%	3,0%
0	0	4.000	13.500	Cooks Contacted (Reach)	1500	1500	1500
0	0	424	1.431	Cooks met (Call or Chat)	159	159	159
0	0	120	405	Cooks, converted	45	45	45
0	0	120	525	Total Cooks Converted	930	975	1020
0	0			Tier 1 (€100) Subscribers	837	877	918
				Churn	2% 17	18	18
0	€0	€48.597	€399.573	Tier 1 Revenue	€83.694	€87.744	€91.794
0	0			Tier 2 (€200) Subscribers	93	97	102
				Churn	3% 3	3	3
0	0	2.700	19.349	Tier 2 Revenue	€4.650	€4.875	€5.100
0	€0	€51.297	€367.625	MRR Subscription Revenue	€88.344	€92.619	€96.894
All Revenue Streams							
				MRR Host Subscriptions	€188.389	€192.949	€197.440
				Total Marketplace Commission	€339.893	€348.717	€357.381
				MRR Subscription Revenue	€88.344	€92.619	€96.894
				Combined Revenue Per Host	33 €	33 €	33 €
22.439	273.363	1.244.888	3.499.761	Combined Total Revenue	€616.626	€634.284	€651.714
REVENUE SPLT							
				Revenue from Customers	616.626	634.284	651.714
					339.893	348.717	357.381

21	22	23	24	de set.-25	d'oct.-25	de nov.-25
			Revenue from Cooks	276.733	285.567	294.333
			TOTAL GMV	€3.587.317	€3.680.114	€3.771.246
			TOTAL REVENUE	€616.626	€634.284	€651.714
			CAC Host	€81	€81	€81
			Host Customer Lifespan (2% churn)	50	50	50
			Average Revenue per Host	€33	€33	€33
			Host LTV	€1.637	€1.644	€1.650
			CAC Users	€0,08	€0,08	€0,08
			User Customer Lifespan (20% churn)	5	5	5
			Average Revenue per User	€0,47	€0,47	€0,47
			User LTV	€2,34	€2,35	€2,35

21	22	23	24		de des.-25	2021
Host/Clients Acquisition						
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€33.396	20064
18	57	126	168	Total Sales employees	14	18
				CR	11,0%	4340,87%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	5600	7300
915	3.101	7.207	10.080	Cooks met (Call or Chat)	879	915
688	2.171	5.045	7.056	Cooks, converted	615	688
				% Hosts organically	20,00%	
44	279	949	1.411	Hosts Organically	123	44
731	2.449	5.994	8.467	Total New Hosts	739	731
€45	€46	€46	€46	Sales cost per lead	€45	€239
8	40	113	209	Churn	2%	38
694	2.846	7.921	14.410	Total Active Hosts	20.186	

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium		13626	2853
49	350	1.186	1.298	Tier 1 (€25) Subscribers		5047	163
				Monthly Gain		111	49
				Churn	2%	76	2
4.077	70.093	311.822	768.529	Tier 1 Revenue		€126.165	€4.077
35	136	384	526	Tier 2 (€50) Subscribers		1514	95
				Monthly Gain		33	35
				Churn	2%	23	1
4.759	61.055	230.575	517.724	Tier 2 Revenue		€75.699	€4.759

21	22	23	24		de des.-25	2021
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€201.863	€8.837

Review of Acquired Hosts

Total Active Hosts	<i># Followers</i>	20.186	694
Followers/Host 1	200-5k	11.506	395
Followers/Host 2	5k-25k	5.450	187
Followers/Host 3	25k-50k	2.624	90
Followers/Host 4	50k+	606	21

User Acquisition From Hosts

Host Total Followers (Reach)		194.192.451	29932000
% of hosts audience that visit website		0,40%	0
Website Visitors From Hosts		776.770	66672
Website CR		2,50%	2,50%
New Customers, month		19.419	1667
Churn	20,00%	18.327	862
Returning Customers		92.728	5114
Total Orders		93.820	5919

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	93.820	5919
				AOV	€39,0	€22,5
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€3.658.985	€136.023
				Average Monthly GMV / Host	€181	€301
				Average Monthly Revenue / Host	€18	€30
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€365.899	€13.602

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Marketing Package SaaS (May 2023)

				CR	3,0%	
0	0	4.000	13.500	Cooks Contacted (Reach)	1500	0
0	0	424	1.431	Cooks met (Call or Chat)	159	0
0	0	120	405	Cooks, converted	45	0
0	0	120	525	Total Cooks Converted	1065	
0	0			Tier 1 (€100) Subscribers	958	0
				Churn	2% 19	0
0	€0	€48.597	€399.573	Tier 1 Revenue	€95.844	€0
0	0			Tier 2 (€200) Subscribers	106	0
				Churn	3% 3	0
0	0	2.700	19.349	Tier 2 Revenue	€5.325	0
0	€0	€51.297	€367.625	MRR Subscription Revenue	€101.168	0

All Revenue Streams

				MRR Host Subscriptions	€201.863	€8.837
				Total Marketplace Commission	€365.899	€13.602
				MRR Subscription Revenue	€101.168	€0
				Combined Revenue Per Host	33 €	€49
22.439	273.363	1.244.88:	3.499.761	Combined Total Revenue	€668.930	€22.439

REVENUE SPLT

				Revenue from Customers	668.930	22.439
					365.899	13.602

21	22	23	24	de des.-25	2021
			Revenue from Cooks	303.032	8.837
			TOTAL GMV	€3.860.848	€144.860
			TOTAL REVENUE	€668.930	€22.439
			CAC Host	€81	€50
			Host Customer Lifespan (2% churn)	50	33
			Average Revenue per Host	€33	€6
			Host LTV	€1.657	€206
			CAC Users	€0,08	€0,73
			User Customer Lifespan (20% churn)	5	3,33
			Average Revenue per User	€0,47	€0,12
			User LTV	€2,36	€0,61

21	22	23	24		2022	2023	2024
Host/Clients Acquisition							
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€63.360	€257.532	€390.720
18	57	126	168	Total Sales employees	57	126	168
				CR	8,33%	9,12%	9,17%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	22800	50400	67200
915	3.101	7.207	10.080	Cooks met (Call or Chat)	3101	7207	10080
688	2.171	5.045	7.056	Cooks, converted	2171	5045	7056
				<i>% Hosts organically</i>			
44	279	949	1.411	Hosts Organically	279	949	1411
731	2.449	5.994	8.467	Total New Hosts	2449	5994	8467
€45	€46	€46	€46	Sales cost per lead	€314	€507	€554
8	40	113	209	Churn	297	919	1979
694	2.846	7.921	14.410	Total Active Hosts			

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium		17918	49249	100366
49	350	1.186	1.298	Tier 1 (€25) Subscribers		2804	12473	27680
				Monthly Gain		350	1186	1298
				Churn	2%	42	187	415
4.077	70.093	311.822	768.529	Tier 1 Revenue		€70.093	€311.822	€692.001
35	136	384	526	Tier 2 (€50) Subscribers		1221	4612	10354
				Monthly Gain		136	384	526
				Churn	2%	18	69	155
4.759	61.055	230.575	517.724	Tier 2 Revenue		€61.055	€230.575	€517.724

21	22	23	24		2022	2023	2024
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€131.148	€542.397	€1.209.725

Review of Acquired Hosts

Total Active Hosts	# Followers	2022	2023	2024
Followers/Host 1	200-5k	1.622	4.515	8.214
Followers/Host 2	5k-25k	768	2.139	3.891
Followers/Host 3	25k-50k	370	1.030	1.873
Followers/Host 4	50k+	85	238	432

User Acquisition From Hosts

Host Total Followers (Reach)		211.090.471	638.123.725	1.331.409.805
% of hosts audience that visit website		2,80%	3,60%	4,25%
Website Visitors From Hosts		503.421	1.914.371	4.729.246
Website CR		2,50%	2,50%	2,50%
New Customers, month		12.586	47.859	118.231
Churn	20,00%	9.537	38.573	100.922
Returning Customers		50.735	202.152	521.921
Total Orders		53.783	211.438	539.229

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	53.783	211.438	539.229
				AOV	€26,0	€26,3	€26,6
136.023	1.422.146	6.511.891	19.224.103	Month Total GMV	€1.422.146	€6.511.891	€19.224.103
				Average Monthly GMV / Host	€744	€1.151	€1.645
				Average Monthly Revenue / Host	€74	€115	€164
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€142.215	€651.189	€1.922.410

21	22	23	24		2022	2023	2024
Marketing Package SaaS (May 2023)							
CR							
0	0	4.000	13.500	Cooks Contacted (Reach)	0	4000	13500
0	0	424	1.431	Cooks met (Call or Chat)	0	424	1431
0	0	120	405	Cooks, converted	0	119,992	405
0	0	120	525	Total Cooks Converted			
0	0			Tier 1 (€100) Subscribers	0	486	3483
				Churn	2%	10	70
0	€0	€48.597	€399.573	Tier 1 Revenue	€0	€48.597	€348.277
0	0			Tier 2 (€200) Subscribers	0	54	387
				Churn	3%	2	12
0	0	2.700	19.349	Tier 2 Revenue	0	€2.700	€19.349
0	€0	€51.297	€367.625	MRR Subscription Revenue	0	€51.297	€367.625
All Revenue Streams							
				MRR Host Subscriptions	€131.148	€542.397	€1.209.725
				Total Marketplace Commission	€142.215	€651.189	€1.922.410
				MRR Subscription Revenue	€0	€51.297	€367.625
				Combined Revenue Per Host	143 €	219 €	300 €
22.439	273.363	1.244.883	3.499.761	Combined Total Revenue	€273.363	€1.244.883	€3.499.761
REVENUE SPLT							
				Revenue from Customers	273.363	1.244.883	3.499.761
					142.215	651.189	1.922.410

21	22	23	24	2022	2023	2024
			Revenue from Cooks	131.148	593.694	1.577.351
			TOTAL GMV	€1.553.294	€7.054.288	€20.433.829
			TOTAL REVENUE	€273.363	€1.244.883	€3.499.761
			CAC Host	€56	€63	€70
			Host Customer Lifespan (2% churn)	38	42	46
			Average Revenue per Host	€12	€18	€25
			Host LTV	€248	€291	€333
			CAC Users	€0,78	€0,84	€0,89
			User Customer Lifespan (20% churn)	3,75	4,17	4,58
			Average Revenue per User	€0,14	€0,16	€0,19
			User LTV	€0,71	€0,82	€0,94

21	22	23	24		2025
Host/Clients Acquisition					
€20.064	€63.360	€257.532	€390.720	Total Sales expense	€400.752
18	57	126	168	Total Sales employees	168
				CR	9,21%
7.300	22.800	50.400	67.200	Cooks Contacted (Reach)	67200
915	3.101	7.207	10.080	Cooks met (Call or Chat)	10550
688	2.171	5.045	7.056	Cooks, converted	7385
				<i>% Hosts organically</i>	
44	279	949	1.411	Hosts Organically	1477
731	2.449	5.994	8.467	Total New Hosts	8862
€45	€46	€46	€46	Sales cost per lead	€543
8	40	113	209	Churn	3086
694	2.846	7.921	14.410	Total Active Hosts	

BUSINESS MODELS

Host Subscriptions SaaS

				Freemium	144380
49	350	1.186	1.298	Tier 1 (€25) Subscribers	51262
				Monthly Gain	2165
				Churn	769
4.077	70.093	311.822	768.529	Tier 1 Revenue	€1.281.560
35	136	384	526	Tier 2 (€50) Subscribers	15863
				Monthly Gain	433
				Churn	238
4.759	61.055	230.575	517.724	Tier 2 Revenue	€793.146

21	22	23	24		2025
8.837	131.148	542.397	1.209.725	MRR Host Subscriptions	€2.074.706

Review of Acquired Hosts

Total Active Hosts	<i># Followers</i>	20.186
Followers/Host 1	200-5k	11.506
Followers/Host 2	5k-25k	5.450
Followers/Host 3	25k-50k	2.624
Followers/Host 4	50k+	606

User Acquisition From Hosts

Host Total Followers (Reach)		2.034.682.789
% of hosts audience that visit website		4,80%
Website Visitors From Hosts		8.138.731
Website CR		2,50%
New Customers, month		203.468
Churn	20,00%	187.006
Returning Customers		951.493
Total Orders		967.955

Marketplace Commission Revenue

5.919	53.783	211.438	539.229	Total Monthly Orders	967.955
				AOV	€26,8
136.023	1.422.146	6.511.89	19.224.103	Month Total GMV	€37.311.644
				Average Monthly GMV / Host	€2.112
				Average Monthly Revenue / Host	€211
13.602	142.215	651.189	1.922.410	Total Marketplace Commission	€3.731.164

21	22	23	24	2025
			Revenue from Cooks	3.006.594
			TOTAL GMV	€39.386.350
			TOTAL REVENUE	€6.737.758
			CAC Host	€75
			Host Customer Lifespan (2% churn)	50
			Average Revenue per Host	€32
			Host LTV	€378
			CAC Users	€0,93
			User Customer Lifespan (20% churn)	5,00
			Average Revenue per User	€0,21
			User LTV	€1,05

Team		de gen.-21	de febr.-21	de març-21	d'abr.-21
Headcount		2	2	2	2
Increase		0	0	0	0
Total Team		€0	€0	€0	€0
- Payroll		€0	€0	€0	€0
- Social Security (company)	32%	€0	€0	€0	€0
UK / English					
Marketing people		1	1	1	1
Cofounder Ale		1	1	1	1
Marketing Intern		0	0	0	0
Marketing Employee		0	0	0	0
Marketing Manager		0	0	0	0
Sales people	0%	0	0	0	0
Sales & Account Management		0	0	0	0
Tecnology people		1	1	1	1
Cofounder Josh		1	1	1	1
CTO		0	0	0	0
Tech Employee		0	0	0	0
Tech Intern		0	0	0	0
Customer Service		0	0	0	0
Customer Service Rep		0	0	0	0
Customer Service Manager		0	0	0	0
Ops & other people		0	0	0	0
Finance		0	0	0	0
Marketing Package Team		0	0	0	0
Sales		0	0	0	0
Operations		0	0	0	0

Team	de gen.-21	de febr.-21	de març-21	d'abr.-21
Market ES	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market IT	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market DE	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market FR	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0
21 22 23 24 Marketing	0	0	0	0

Team	de gen.-21	de febr.-21	de març-21	d'abr.-21
26.00 101.5 179.52 183.7 Cofounder Ale	0	0	0	0
11.70 43.50 59.000 60.00 Marketing Intern	0	0	0	0
6.400 9.600 9.600 9.600 Marketing Employee	0	0	0	0
1.600 20.20 21.600 21.60 Marketing Employee	0	0	0	0
0 3.600 21.600 21.60 Marketing Manager	0	0	0	0
0 0 24.200 26.40 Social Security	32%	0	0	0
6.304 24.60 43.520 44.54				
Sales	0	0	0	0
20.06 63.36 112.33 115.6 Sales Intern				
9.600 9.600 9.600 9.600 Sales / Account Management UK				
7.200 19.20 29.100 30.00 Sales / Account Management US				
800 9.600 23.600 24.00 Sales / Account Management US				
800 9.600 22.800 24.00 Social Security	0	0	0	0
4.864 15.36 27.232 28.03				
Tech	0	0	0	0
31.94 127.5 210.54 272.4 Cofounder Josh	0	0	0	0
11.70 43.50 59.000 60.00 CTO	0	0	0	0
11.70 43.50 59.000 60.00 Tech Intern	0	0	0	0
800 9.600 14.000 14.40 Tech Employee	0	0	0	0
0 0 27.500 36.00 Tech Employee	0	0	0	0
0 0 0 36.00 Social Security	32%	0	0	0
7.744 30.91 51.040 66.04				
Customer Service	0	0	0	0
Customer Service Rep	0	0	0	0
Customer Service Rep				
Customer Service Rep				
Customer Service Rep				
Customer Service Manager	0	0	0	0
Social Security	32%	0	0	0

Team		de gen.-21	de febr.-21	de març-21	d'abr.-21
Other		0	0	0	0
Finance		0	0	0	0
---		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market ES		0	0	0	0
Sales ITA / ESP		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
2 Market IT		0	0	0	0
Sales		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market DE		0	0	0	0
Sales Intern DE		0	0	0	0
Marketing Intern		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
1 Market FR		0	0	0	0
Sales FR		0	0	0	0
Marketing Intern		0	0	0	0

Team		de gen.-21	de febr.-21	de març-21	d'abr.-21
<i>Social Security</i>	32%	0	0	0	0
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		0	0	0	0
Salesperson		0	0	0	0
SDR					
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		0	0	0	0
Operations					
<i>Social Security</i>	32%	0	0	0	0

Think Bigger

Team	de maig-21	de juny-21	de jul.-21	d'ag.-21
Headcount	6	6	6	6
Increase	4	0	0	0
Total Team	€7.920	€7.920	€7.920	€7.920
- Payroll	6.000	6.000	6.000	6.000
- Social Security (company) 32%	1.920	1.920	1.920	1.920
UK / English				
Marketing people	2	2	2	2
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	0	0	0	0
Marketing Manager	0	0	0	0
Sales people 0%	2	2	2	2
Sales & Account Management	2	2	2	2
Tecnology people	2	2	2	2
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	0	0	0	0
Tech Intern	0	0	0	0
Customer Service	0	0	0	0
Customer Service Rep	0	0	0	0
Customer Service Manager	0	0	0	0
Ops & other people	0	0	0	0
Finance	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

Think Bigger

Team	de maig-21	de juny-21	de jul.-21	d'ag.-21
Market ES	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market IT	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market DE	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market FR	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

21 22 23 24 Marketing

2.640

2.640

2.640

2.640

Think Bigger

Team		de maig-21	de juny-21	de jul.-21	d'ag.-21
26.00 101.5 179.52 183.7	Cofounder Ale	1.200	1.200	1.200	1.200
11.70 43.50 59.000 60.00	Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600	Marketing Employee	0	0	0	0
1.600 20.20 21.600 21.60	Marketing Employee	0	0	0	0
0 3.600 21.600 21.60	Marketing Manager	0	0	0	0
0 0 24.200 26.40	Social Security	32%	640	640	640
6.304 24.60 43.520 44.54					
Sales		2.112	2.112	2.112	2.112
20.06 63.36 112.33 115.6	Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600	Sales / Account Management UK	800	800	800	800
7.200 19.20 29.100 30.00	Sales / Account Management US				
800 9.600 23.600 24.00	Sales / Account Management US				
800 9.600 22.800 24.00	Social Security	0	512	512	512
4.864 15.36 27.232 28.03					
Tech		3.168	3.168	3.168	3.168
31.94 127.5 210.54 272.4	Cofounder Josh	1.200	1.200	1.200	1.200
11.70 43.50 59.000 60.00	CTO	1.200	1.200	1.200	1.200
11.70 43.50 59.000 60.00	Tech Intern	0	0	0	0
800 9.600 14.000 14.40	Tech Employee	0	0	0	0
0 0 27.500 36.00	Tech Employee	0	0	0	0
0 0 0 36.00	Social Security	32%	768	768	768
7.744 30.91 51.040 66.04					
Customer Service		0	0	0	0
	Customer Service Rep	0	0	0	0
	Customer Service Rep				
	Customer Service Rep				
	Customer Service Rep				
	Customer Service Manager	0	0	0	0
	Social Security	32%	0	0	0

Think Bigger

Team		de maig-21	de juny-21	de jul.-21	d'ag.-21
Other		0	0	0	0
Finance		0	0	0	0
---		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market ES		0	0	0	0
Sales ITA / ESP		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
2 Market IT		0	0	0	0
Sales		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market DE		0	0	0	0
Sales Intern DE		0	0	0	0
Marketing Intern		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
1 Market FR		0	0	0	0
Sales FR		0	0	0	0
Marketing Intern		0	0	0	0

Think Bigger

Team		de maig-21	de juny-21	de jul.-21	d'ag.-21
<i>Social Security</i>	32%	0	0	0	0
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		0	0	0	0
Salesperson		0	0	0	0
SDR					
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		0	0	0	0
Operations					
<i>Social Security</i>	32%	0	0	0	0

US Expansion
ENISA

Team		de set.-21	d'oct.-21	de nov.-21	de des.-21
Headcount		6	6	6	10
Increase		0	0	0	4
Total Team		€7.920	€7.920	€7.920	€22.572
- Payroll		6.000	6.000	6.000	17.100
- Social Security (company)	32%	1.920	1.920	1.920	5.472
UK / English					
Marketing people		2	2	2	3
Cofounder Ale		1	1	1	1
Marketing Intern		1	1	1	1
Marketing Employee		0	0	0	1
Marketing Manager		0	0	0	0
Sales people	0%	2	2	2	4
Sales & Account Management		2	2	2	4
Tecnology people		2	2	2	3
Cofounder Josh		1	1	1	1
CTO		1	1	1	1
Tech Employee		0	0	0	1
Tech Intern		0	0	0	1
Customer Service		0	0	0	0
Customer Service Rep		0	0	0	0
Customer Service Manager		0	0	0	0
Ops & other people		0	0	0	0
Finance		0	0	0	0
Marketing Package Team		0	0	0	0
Sales		0	0	0	0
Operations		0	0	0	0

US Expansion
ENISA

Team	de set.-21	d'oct.-21	de nov.-21	de des.-21
Market ES	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market IT	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market DE	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market FR	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

21	22	23	24	Marketing	2.640	2.640	2.640	7.524
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US Expansion
ENISA

Team		de set.-21	d'oct.-21	de nov.-21	de des.-21	
26.00 101.5 179.52 183.7	Cofounder Ale	1.200	1.200	1.200	3.300	
11.70 43.50 59.000 60.00	Marketing Intern	800	800	800	800	
6.400 9.600 9.600 9.600	Marketing Employee	0	0	0	1.600	
1.600 20.20 21.600 21.60	Marketing Employee	0	0	0	0	
0 3.600 21.600 21.60	Marketing Manager	0	0	0	0	
0 0 24.200 26.40	Social Security	32%	640	640	640	1.824
6.304 24.60 43.520 44.54						
Sales		2.112	2.112	2.112	5.280	
20.06 63.36 112.33 115.6	Sales Intern	800	800	800	800	
9.600 9.600 9.600 9.600	Sales / Account Management UK	800	800	800	1.600	
7.200 19.20 29.100 30.00	Sales / Account Management US				800	
800 9.600 23.600 24.00	Sales / Account Management US				800	
800 9.600 22.800 24.00	Social Security	0	512	512	512	1.280
4.864 15.36 27.232 28.03						
Tech		3.168	3.168	3.168	9.768	
31.94 127.5 210.54 272.4	Cofounder Josh	1.200	1.200	1.200	3.300	
11.70 43.50 59.000 60.00	CTO	1.200	1.200	1.200	3.300	
11.70 43.50 59.000 60.00	Tech Intern	0	0	0	800	
800 9.600 14.000 14.40	Tech Employee	0	0	0	0	
0 0 27.500 36.00	Tech Employee	0	0	0	0	
0 0 0 36.00	Social Security	32%	768	768	768	2.368
7.744 30.91 51.040 66.04						
Customer Service		0	0	0	0	
	Customer Service Rep	0	0	0	0	
	Customer Service Rep					
	Customer Service Rep					
	Customer Service Rep					
	Customer Service Manager	0	0	0	0	
	Social Security	32%	0	0	0	0

US Expansion
ENISA

Team		de set.-21	d'oct.-21	de nov.-21	de des.-21
Other		0	0	0	0
Finance		0	0	0	0
---		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market ES		0	0	0	0
Sales ITA / ESP		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
2 Market IT		0	0	0	0
Sales		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market DE		0	0	0	0
Sales Intern DE		0	0	0	0
Marketing Intern		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
1 Market FR		0	0	0	0
Sales FR		0	0	0	0
Marketing Intern		0	0	0	0

US Expansion
ENISA

Team		de set.-21	d'oct.-21	de nov.-21	de des.-21
<i>Social Security</i>	32%	0	0	0	0
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		0	0	0	0
Salesperson		0	0	0	0
SDR					
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		0	0	0	0
Operations					
<i>Social Security</i>	32%	0	0	0	0

Milestone - 1000 Cooks Onboarded

Team	de gen.-22	de febr.-22	de març-22	d'abr.-22
Headcount	10	10	10	11
Increase	0	0	0	1
Total Team	€22.572	€22.572	€22.572	€22.572
- Payroll	17.100	17.100	17.100	17.100
- Social Security (company) 32%	5.472	5.472	5.472	5.472
UK / English				
Marketing people	3	3	3	3
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	1	1	1	1
Marketing Manager	0	0	0	0
Sales people 0%	4	4	4	5
Sales & Account Management	4	4	4	5
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	0	0	0	0
Customer Service Rep	0	0	0	0
Customer Service Manager	0	0	0	0
Ops & other people	0	0	0	0
Finance	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

Milestone - 1000 Cooks Onboarded

Team	de gen.-22	de febr.-22	de març-22	d'abr.-22
Market ES	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market IT	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market DE	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market FR	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

21	22	23	24	Marketing	7.524	7.524	7.524	7.524
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Milestone - 1000 Cooks Onboarded

Team		de gen.-22	de febr.-22	de març-22	d'abr.-22				
26.00	101.5	179.52	183.7	Cofounder Ale	3.300	3.300	3.300	3.300	
11.70	43.50	59.000	60.00	Marketing Intern	800	800	800	800	
6.400	9.600	9.600	9.600	Marketing Employee	1.600	1.600	1.600	1.600	
1.600	20.20	21.600	21.60	Marketing Employee	0	0	0	0	
0	3.600	21.600	21.60	Marketing Manager	0	0	0	0	
0	0	24.200	26.40	Social Security	32%	1.824	1.824	1.824	1.824
6.304	24.60	43.520	44.54						
Sales					5.280	5.280	5.280	5.280	
20.06	63.36	112.33	115.6	Sales Intern	800	800	800	800	
9.600	9.600	9.600	9.600	Sales / Account Management UK	1.600	1.600	1.600	1.600	
7.200	19.20	29.100	30.00	Sales / Account Management US	800	800	800	800	
800	9.600	23.600	24.00	Sales / Account Management US	800	800	800	800	
800	9.600	22.800	24.00	Social Security	0	1.280	1.280	1.280	1.280
4.864	15.36	27.232	28.03						
Tech					9.768	9.768	9.768	9.768	
31.94	127.5	210.54	272.4	Cofounder Josh	3.300	3.300	3.300	3.300	
11.70	43.50	59.000	60.00	CTO	3.300	3.300	3.300	3.300	
11.70	43.50	59.000	60.00	Tech Intern	800	800	800	800	
800	9.600	14.000	14.40	Tech Employee	0	0	0	0	
0	0	27.500	36.00	Tech Employee	0	0	0	0	
0	0	0	36.00	Social Security	32%	2.368	2.368	2.368	2.368
7.744	30.91	51.040	66.04						
Customer Service					0	0	0	0	
				Customer Service Rep	0	0	0	0	
				Customer Service Rep					
				Customer Service Rep					
				Customer Service Rep					
				Customer Service Manager	0	0	0	0	
				Social Security	32%	0	0	0	0

Milestone - 1000 Cooks Onboarded

Team		de gen.-22	de febr.-22	de març-22	d'abr.-22
Other		0	0	0	0
Finance		0	0	0	0
---		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market ES		0	0	0	0
Sales ITA / ESP		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
2 Market IT		0	0	0	0
Sales		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market DE		0	0	0	0
Sales Intern DE		0	0	0	0
Marketing Intern		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
1 Market FR		0	0	0	0
Sales FR		0	0	0	0
Marketing Intern		0	0	0	0

Milestone - 1000 Cooks Onboarded

Team		de gen.-22	de febr.-22	de març-22	d'abr.-22
<i>Social Security</i>	32%	0	0	0	0
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		0	0	0	0
Salesperson		0	0	0	0
SDR					
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		0	0	0	0
Operations					
<i>Social Security</i>	32%	0	0	0	0

Team	de maig-22	de juny-22	de jul.-22	d'ag.-22
Headcount	11	11	12	12
Increase	0	0	1	0
Total Team	€22.572	€23.364	€23.364	€27.720
- Payroll	17.100	17.700	17.700	21.000
- Social Security (company) 32%	5.472	5.664	5.664	6.720
UK / English				
Marketing people	3	3	3	3
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	1	1	1	1
Marketing Manager	0	0	0	0
Sales people 0%	5	5	5	5
Sales & Account Management	5	5	5	5
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	0	0	1	1
Customer Service Rep	0	0	1	1
Customer Service Manager	0	0	0	0
Ops & other people	0	0	0	0
Finance	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

Team	de maig-22	de juny-22	de jul.-22	d'ag.-22
Market ES	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market IT	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market DE	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market FR	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

21	22	23	24	Marketing	7.524	7.788	7.788	8.712
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Team	de maig-22	de juny-22	de jul.-22	d'ag.-22
26.00 101.5 179.52 183.7 Cofounder Ale	3.300	3.500	3.500	4.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.600	1.600	1.600	1.800
1.600 20.20 21.600 21.60 Marketing Employee	0	0	0	0
0 3.600 21.600 21.60 Marketing Manager	0	0	0	0
0 0 24.200 26.40 Social Security	1.824	1.888	1.888	2.112
6.304 24.60 43.520 44.54				
Sales	5.280	5.280	5.280	5.280
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	1.600	1.600	1.600	1.600
7.200 19.20 29.100 30.00 Sales / Account Management US	800	800	800	800
800 9.600 23.600 24.00 Sales / Account Management US	800	800	800	800
800 9.600 22.800 24.00 Social Security	0	1.280	1.280	1.280
4.864 15.36 27.232 28.03				
Tech	9.768	10.296	10.296	11.616
31.94 127.5 210.54 272.4 Cofounder Josh	3.300	3.500	3.500	4.000
11.70 43.50 59.000 60.00 CTO	3.300	3.500	3.500	4.000
11.70 43.50 59.000 60.00 Tech Intern	800	800	800	800
800 9.600 14.000 14.40 Tech Employee	0	0	0	0
0 0 27.500 36.00 Tech Employee	0	0	0	0
0 0 0 36.00 Social Security	2.368	2.496	2.496	2.816
7.744 30.91 51.040 66.04				
Customer Service	0	0	0	2.112
Customer Service Rep	0	0	0	1.600
Customer Service Rep				
Customer Service Rep				
Customer Service Rep				
Customer Service Manager	0	0	0	0
Social Security	0	0	0	512

Team	de maig-22	de juny-22	de jul.-22	d'ag.-22
Other	0	0	0	0
Finance	0	0	0	0
---	0	0	0	0
<i>Social Security</i> 32%	0	0	0	0
Market ES	0	0	0	0
Sales ITA / ESP	0	0	0	0
Marketing	0	0	0	0
<i>Social Security</i> 32%	0	0	0	0
2 Market IT	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
<i>Social Security</i> 32%	0	0	0	0
Market DE	0	0	0	0
Sales Intern DE	0	0	0	0
Marketing Intern	0	0	0	0
<i>Social Security</i> 32%	0	0	0	0
1 Market FR	0	0	0	0
Sales FR	0	0	0	0
Marketing Intern	0	0	0	0

Team		de maig-22	de juny-22	de jul.-22	d'ag.-22
<i>Social Security</i>	32%	0	0	0	0
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		0	0	0	0
Salesperson		0	0	0	0
SDR					
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		0	0	0	0
Operations					
<i>Social Security</i>	32%	0	0	0	0

Milestone - 2000 Cooks Onboarded

Team	de set.-22	d'oct.-22	de nov.-22	de des.-22
Headcount	12	12	13	13
Increase	0	0	1	0
Total Team	€27.720	€27.720	€30.096	€30.096
- Payroll	21.000	21.000	22.800	22.800
- Social Security (company) 32%	6.720	6.720	7.296	7.296
UK / English				
Marketing people	3	3	4	4
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	1	1	2	2
Marketing Manager	0	0	0	0
Sales people 0%	5	5	5	5
Sales & Account Management	5	5	5	5
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	1	1	1	1
Customer Service Rep	1	1	1	1
Customer Service Manager	0	0	0	0
Ops & other people	0	0	0	0
Finance	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

Milestone - 2000 Cooks Onboarded

Team	de set.-22	d'oct.-22	de nov.-22	de des.-22
Market ES	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market IT	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market DE	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market FR	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

21	22	23	24	Marketing	8.712	8.712	11.088	11.088
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Milestone - 2000 Cooks Onboarded

Team	de set.-22	d'oct.-22	de nov.-22	de des.-22
26.00 101.5 179.52 183.7 Cofounder Ale	4.000	4.000	4.000	4.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	0	0	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	0	0	0	0
0 0 24.200 26.40 Social Security	32%	2.112	2.112	2.688
6.304 24.60 43.520 44.54				
Sales	5.280	5.280	5.280	5.280
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	1.600	1.600	1.600	1.600
7.200 19.20 29.100 30.00 Sales / Account Management US	800	800	800	800
800 9.600 23.600 24.00 Sales / Account Management US	800	800	800	800
800 9.600 22.800 24.00 Social Security	0	1.280	1.280	1.280
4.864 15.36 27.232 28.03				
Tech	11.616	11.616	11.616	11.616
31.94 127.5 210.54 272.4 Cofounder Josh	4.000	4.000	4.000	4.000
11.70 43.50 59.000 60.00 CTO	4.000	4.000	4.000	4.000
11.70 43.50 59.000 60.00 Tech Intern	800	800	800	800
800 9.600 14.000 14.40 Tech Employee	0	0	0	0
0 0 27.500 36.00 Tech Employee	0	0	0	0
0 0 0 36.00 Social Security	32%	2.816	2.816	2.816
7.744 30.91 51.040 66.04				
Customer Service	2.112	2.112	2.112	2.112
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep				
Customer Service Rep				
Customer Service Rep				
Customer Service Manager	0	0	0	0
Social Security	32%	512	512	512

Milestone - 2000 Cooks Onboarded

Team		de set.-22	d'oct.-22	de nov.-22	de des.-22
Other		0	0	0	0
Finance		0	0	0	0
---		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market ES		0	0	0	0
Sales ITA / ESP		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
2 Market IT		0	0	0	0
Sales		0	0	0	0
Marketing		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market DE		0	0	0	0
Sales Intern DE		0	0	0	0
Marketing Intern		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
1 Market FR		0	0	0	0
Sales FR		0	0	0	0
Marketing Intern		0	0	0	0

Milestone - 2000 Cooks Onboarded

Team		de set.-22	d'oct.-22	de nov.-22	de des.-22
<i>Social Security</i>	32%	0	0	0	0
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		0	0	0	0
Salesperson		0	0	0	0
SDR					
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		0	0	0	0
Operations					
<i>Social Security</i>	32%	0	0	0	0

European Expansion

3rd Funding

Team	de gen.-23	de febr.-23	de març-23	d'abr.-23
Headcount	13	27	27	27
Increase	0	14	0	0

Total Team	€31.152	€66.000	€66.000	€66.000
- Payroll	23.600	50.000	50.000	50.000
- Social Security (company) 32%	7.552	16.000	16.000	16.000

UK / English

Marketing people	4	5	5	5
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	2	2	2	2
Marketing Manager	0	1	1	1
Sales people 0%	5	7	7	7
Sales & Account Management	5	7	7	7
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	1	3	3	3
Customer Service Rep	1	2	2	2
Customer Service Manager	0	1	1	1
Ops & other people	0	1	1	1
Finance	0	1	1	1
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

European Expansion

3rd Funding

Team	de gen.-23	de febr.-23	de març-23	d'abr.-23
Market ES	0	2	2	2
Sales	0	1	1	1
Marketing	0	1	1	1
Market IT	0	2	2	2
Sales	0	1	1	1
Marketing	0	1	1	1
Market DE	0	2	2	2
Sales	0	1	1	1
Marketing	0	1	1	1
Market FR	0	2	2	2
Sales	0	1	1	1
Marketing	0	1	1	1
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	0	0	0	0
Sales	0	0	0	0
Operations	0	0	0	0

21	22	23	24	Marketing	11.088	15.312	15.312	15.312
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European Expansion

3rd Funding

Team	de gen.-23	de febr.-23	de març-23	d'abr.-23
26.00 101.5 179.52 183.7 Cofounder Ale	4.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	0	2.200	2.200	2.200
0 0 24.200 26.40 Social Security	32%	2.688	3.712	3.712
6.304 24.60 43.520 44.54				
Sales	6.336	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	1.600	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	1.600	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	800	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	1.536	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	11.616	18.084	18.084	18.084
31.94 127.5 210.54 272.4 Cofounder Josh	4.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	4.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	800	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	0	2.500	2.500	2.500
0 0 27.500 36.00 Tech Employee	0	0	0	0
0 0 0 36.00 Social Security	32%	2.816	4.384	4.384
7.744 30.91 51.040 66.04				
Customer Service	2.112	7.128	7.128	7.128
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep		1.600	1.600	1.600
Customer Service Rep				
Customer Service Rep				
Customer Service Manager	0	2.200	2.200	2.200
Social Security	32%	512	1.728	1.728

European Expansion

3rd Funding

Team		de gen.-23	de febr.-23	de març-23	d'abr.-23
Other		0	2.640	2.640	2.640
Finance		0	2.000	2.000	2.000
---		0	0	0	0
<i>Social Security</i>	32%	0	640	640	640
Market ES		0	3.300	3.300	3.300
Sales ITA / ESP		0	1.800	1.800	1.800
Marketing		0	700	700	700
<i>Social Security</i>	32%	0	800	800	800
2 Market IT		0	3.300	3.300	3.300
Sales		0	1.800	1.800	1.800
Marketing		0	700	700	700
<i>Social Security</i>	32%	0	800	800	800
Market DE		0	3.300	3.300	3.300
Sales Intern DE		0	1.800	1.800	1.800
Marketing Intern		0	700	700	700
<i>Social Security</i>	32%	0	800	800	800
1 Market FR		0	3.300	3.300	3.300
Sales FR		0	1.800	1.800	1.800
Marketing Intern		0	700	700	700

European Expansion

3rd Funding

Team		de gen.-23	de febr.-23	de març-23	d'abr.-23
<i>Social Security</i>	32%	0	800	800	800
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		0	0	0	0
Salesperson		0	0	0	0
SDR					
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		0	0	0	0
Operations					
<i>Social Security</i>	32%	0	0	0	0

Launch Marketing Package

Team	de maig-23	de juny-23	de jul.-23	d'ag.-23
Headcount	34	34	35	35
Increase	7	0	1	0
Total Team	€73.128	€73.128	€73.128	€73.128
- Payroll	55.400	55.400	55.400	55.400
- Social Security (company) 32%	16.000	16.000	16.000	16.000
UK / English				
Marketing people	5	5	5	5
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	2	2	2	2
Marketing Manager	1	1	1	1
Sales people 0%	7	7	7	7
Sales & Account Management	7	7	7	7
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	3	3	3	3
Customer Service Rep	2	2	2	2
Customer Service Manager	1	1	1	1
Ops & other people	6	6	6	6
Finance	1	1	1	1
Marketing Package Team	3	3	3	3
Sales	2	2	2	2
Operations	1	1	1	1

Launch Marketing Package

Team	de maig-23	de juny-23	de jul.-23	d'ag.-23
Market ES	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market IT	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market DE	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market FR	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	2	2	3	3
Sales	1	1	2	2
Operations	1	1	1	1

21	22	23	24	Marketing	15.312	15.312	15.312	15.312
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Launch Marketing Package

Team	de maig-23	de juny-23	de jul.-23	d'ag.-23
26.00 101.5 179.52 183.7 Cofounder Ale	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	2.200	2.200	2.200	2.200
0 0 24.200 26.40 Social Security	32%	3.712	3.712	3.712
6.304 24.60 43.520 44.54				
Sales	9.636	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	2.500	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	2.336	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	18.084	18.084	18.084	18.084
31.94 127.5 210.54 272.4 Cofounder Josh	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	1.200	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	2.500	2.500	2.500	2.500
0 0 27.500 36.00 Tech Employee	0	0	0	0
0 0 0 36.00 Social Security	32%	4.384	4.384	4.384
7.744 30.91 51.040 66.04				
Customer Service	7.128	7.128	7.128	7.128
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep				
Customer Service Rep				
Customer Service Manager	2.200	2.200	2.200	2.200
Social Security	32%	1.728	1.728	1.728

Launch Marketing Package

Team		de maig-23	de juny-23	de jul.-23	d'ag.-23
Other		2.640	2.640	2.640	2.640
Finance		2.000	2.000	2.000	2.000
---		0	0	0	0
<i>Social Security</i>	32%	640	640	640	640
Market ES		3.300	3.300	3.300	3.300
Sales ITA / ESP		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
2 Market IT		3.300	3.300	3.300	3.300
Sales		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
Market DE		3.300	3.300	3.300	3.300
Sales Intern DE		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
1 Market FR		3.300	3.300	3.300	3.300
Sales FR		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700

Launch Marketing Package

Team		de maig-23	de juny-23	de jul.-23	d'ag.-23
<i>Social Security</i>	32%	800	800	800	800
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		7.128	7.128	7.128	7.128
Salesperson		2.000	2.000	2.000	2.000
SDR		1.400	1.400	1.400	1.400
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		2.000	2.000	2.000	2.000
Operations					
<i>Social Security</i>	32%	1.728	1.728	1.728	1.728

Team		de set.-23	d'oct.-23	de nov.-23	de des.-23
Headcount		35	35	35	35
Increase		0	0	0	0
Total Team		€73.128	€73.128	€73.128	€73.128
- Payroll		55.400	55.400	55.400	55.400
- Social Security (company)	32%	16.000	16.000	16.000	16.000
UK / English					
Marketing people		5	5	5	5
Cofounder Ale		1	1	1	1
Marketing Intern		1	1	1	1
Marketing Employee		2	2	2	2
Marketing Manager		1	1	1	1
Sales people	0%	7	7	7	7
Sales & Account Management		7	7	7	7
Tecnology people		3	3	3	3
Cofounder Josh		1	1	1	1
CTO		1	1	1	1
Tech Employee		1	1	1	1
Tech Intern		1	1	1	1
Customer Service		3	3	3	3
Customer Service Rep		2	2	2	2
Customer Service Manager		1	1	1	1
Ops & other people		6	6	6	6
Finance		1	1	1	1
Marketing Package Team		3	3	3	3
Sales		2	2	2	2
Operations		1	1	1	1

Team	de set.-23	d'oct.-23	de nov.-23	de des.-23
Market ES	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market IT	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market DE	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market FR	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market CN	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Market JP	0	0	0	0
Sales	0	0	0	0
Marketing	0	0	0	0
Marketing Package Team	3	3	3	3
Sales	2	2	2	2
Operations	1	1	1	1

21	22	23	24	Marketing	15.312	15.312	15.312	15.312
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Team	de set.-23	d'oct.-23	de nov.-23	de des.-23
26.00 101.5 179.52 183.7 Cofounder Ale	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	2.200	2.200	2.200	2.200
0 0 24.200 26.40 Social Security	32%	3.712	3.712	3.712
6.304 24.60 43.520 44.54				
Sales	9.636	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	2.500	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	2.336	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	18.084	18.084	18.084	18.084
31.94 127.5 210.54 272.4 Cofounder Josh	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	1.200	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	2.500	2.500	2.500	2.500
0 0 27.500 36.00 Tech Employee	0	0	0	0
0 0 0 36.00 Social Security	32%	4.384	4.384	4.384
7.744 30.91 51.040 66.04				
Customer Service	7.128	7.128	7.128	7.128
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep				
Customer Service Rep				
Customer Service Manager	2.200	2.200	2.200	2.200
Social Security	32%	1.728	1.728	1.728

Team		de set.-23	d'oct.-23	de nov.-23	de des.-23
Other		2.640	2.640	2.640	2.640
Finance		2.000	2.000	2.000	2.000
---		0	0	0	0
<i>Social Security</i>	32%	640	640	640	640
Market ES		3.300	3.300	3.300	3.300
Sales ITA / ESP		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
2 Market IT		3.300	3.300	3.300	3.300
Sales		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
Market DE		3.300	3.300	3.300	3.300
Sales Intern DE		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
1 Market FR		3.300	3.300	3.300	3.300
Sales FR		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700

Team		de set.-23	d'oct.-23	de nov.-23	de des.-23
<i>Social Security</i>	32%	800	800	800	800
Market CN		0	0	0	0
Sales Intern CHN		0	0	0	0
Sales CHN		0	0	0	0
Marketing CHN		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Market JP		0	0	0	0
Sales JP		0	0	0	0
Marketing JP		0	0	0	0
<i>Social Security</i>	32%	0	0	0	0
Marketing Package Team		7.128	7.128	7.128	7.128
Salesperson		2.000	2.000	2.000	2.000
SDR		1.400	1.400	1.400	1.400
Salesperson		0	0	0	0
SDR					
Salesperson					
SDR					
Operations		2.000	2.000	2.000	2.000
Operations					
<i>Social Security</i>	32%	1.728	1.728	1.728	1.728

Asian Expansion

Team	de gen.-24	de febr.-24	de març-24	d'abr.-24
Headcount	45	43	43	43
Increase	10	-2	0	0
Total Team	€96.426	€99.594	€99.594	€99.594
- Payroll	73.050	75.450	75.450	75.450
- Social Security (company) 32%	20.560	21.200	21.200	21.200
UK / English				
Marketing people	5	5	5	5
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	2	2	2	2
Marketing Manager	1	1	1	1
Sales people 0%	7	7	7	7
Sales & Account Management	7	7	7	7
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	5	5	5	5
Customer Service Rep	4	4	4	4
Customer Service Manager	1	1	1	1
Ops & other people	7	5	5	5
Finance	2	2	2	2
Marketing Package Team	3	2	2	2
Sales	2	1	1	1
Operations	1	1	1	1

Asian Expansion

Team	de gen.-24	de febr.-24	de març-24	d'abr.-24
Market ES	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market IT	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market DE	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market FR	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market CN	3	3	3	3
Sales	2	2	2	2
Marketing	1	1	1	1
Market JP	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Marketing Package Team	5	5	5	5
Sales	4	4	4	4
Operations	1	1	1	1

21	22	23	24	Marketing	15.312	15.312	15.312	15.312
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Asian Expansion

Team	de gen.-24	de febr.-24	de març-24	d'abr.-24
26.00 101.5 179.52 183.7 Cofounder Ale	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	2.200	2.200	2.200	2.200
0 0 24.200 26.40 Social Security	32%	3.712	3.712	3.712
6.304 24.60 43.520 44.54				
Sales	9.636	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	2.500	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	2.336	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	22.704	22.704	22.704	22.704
31.94 127.5 210.54 272.4 Cofounder Josh	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	1.200	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	3.000	3.000	3.000	3.000
0 0 27.500 36.00 Tech Employee	3.000	3.000	3.000	3.000
0 0 0 36.00 Social Security	32%	5.504	5.504	5.504
7.744 30.91 51.040 66.04				
Customer Service	11.352	11.352	11.352	11.352
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Manager	2.200	2.200	2.200	2.200
Social Security	32%	2.752	2.752	2.752

Asian Expansion

Team		de gen.-24	de febr.-24	de març-24	d'abr.-24
Other		2.904	5.544	5.544	5.544
Finance		2.200	2.200	2.200	2.200
---		0	2.000	2.000	2.000
<i>Social Security</i>	32%	704	1.344	1.344	1.344
Market ES		3.300	3.300	3.300	3.300
Sales ITA / ESP		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
2 Market IT		3.300	3.300	3.300	3.300
Sales		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
Market DE		3.300	3.300	3.300	3.300
Sales Intern DE		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
1 Market FR		3.300	3.300	3.300	3.300
Sales FR		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700

Asian Expansion

Team		de gen.-24	de febr.-24	de març-24	d'abr.-24
<i>Social Security</i>	32%	800	800	800	800
Market CN		5.412	5.412	5.412	5.412
Sales Intern CHN		700	700	700	700
Sales CHN		1.600	1.600	1.600	1.600
Marketing CHN		1.800	1.800	1.800	1.800
<i>Social Security</i>	32%	1.312	1.312	1.312	1.312
Market JP		4.290	4.290	4.290	4.290
Sales JP		1.250	1.250	1.250	1.250
Marketing JP		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.040	1.040	1.040	1.040
Marketing Package Team		11.616	12.144	12.144	12.144
Salesperson		2.000	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.000	2.000	2.000	2.000
SDR		1.400	1.400	1.400	1.400
Salesperson					
SDR					
Operations		2.000	2.000	2.000	2.000
Operations					
<i>Social Security</i>	32%	2.816	2.944	2.944	2.944

Team	de maig-24	de juny-24	de jul.-24	d'ag.-24
Headcount	43	43	43	43
Increase	0	0	0	0
Total Team	€99.594	€99.594	€99.594	€99.594
- Payroll	75.450	75.450	75.450	75.450
- Social Security (company) 32%	21.200	21.200	21.200	21.200
UK / English				
Marketing people	5	5	5	5
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	2	2	2	2
Marketing Manager	1	1	1	1
Sales people 0%	7	7	7	7
Sales & Account Management	7	7	7	7
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	5	5	5	5
Customer Service Rep	4	4	4	4
Customer Service Manager	1	1	1	1
Ops & other people	5	5	5	5
Finance	2	2	2	2
Marketing Package Team	2	2	2	2
Sales	1	1	1	1
Operations	1	1	1	1

Team	de maig-24	de juny-24	de jul.-24	d'ag.-24
Market ES	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market IT	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market DE	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market FR	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market CN	3	3	3	3
Sales	2	2	2	2
Marketing	1	1	1	1
Market JP	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Marketing Package Team	5	5	5	5
Sales	4	4	4	4
Operations	1	1	1	1

21	22	23	24	Marketing	15.312	15.312	15.312	15.312
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Team	de maig-24	de juny-24	de jul.-24	d'ag.-24
26.00 101.5 179.52 183.7 Cofounder Ale	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	2.200	2.200	2.200	2.200
0 0 24.200 26.40 Social Security	32%	3.712	3.712	3.712
6.304 24.60 43.520 44.54				
Sales	9.636	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	2.500	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	2.336	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	22.704	22.704	22.704	22.704
31.94 127.5 210.54 272.4 Cofounder Josh	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	1.200	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	3.000	3.000	3.000	3.000
0 0 27.500 36.00 Tech Employee	3.000	3.000	3.000	3.000
0 0 0 36.00 Social Security	32%	5.504	5.504	5.504
7.744 30.91 51.040 66.04				
Customer Service	11.352	11.352	11.352	11.352
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Manager	2.200	2.200	2.200	2.200
Social Security	32%	2.752	2.752	2.752

Team		de maig-24	de juny-24	de jul.-24	d'ag.-24
Other		5.544	5.544	5.544	5.544
Finance		2.200	2.200	2.200	2.200
---		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.344	1.344	1.344	1.344
Market ES		3.300	3.300	3.300	3.300
Sales ITA / ESP		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
2 Market IT		3.300	3.300	3.300	3.300
Sales		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
Market DE		3.300	3.300	3.300	3.300
Sales Intern DE		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
1 Market FR		3.300	3.300	3.300	3.300
Sales FR		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700

Team		de maig-24	de juny-24	de jul.-24	d'ag.-24
<i>Social Security</i>	32%	800	800	800	800
Market CN		5.412	5.412	5.412	5.412
Sales Intern CHN		700	700	700	700
Sales CHN		1.600	1.600	1.600	1.600
Marketing CHN		1.800	1.800	1.800	1.800
<i>Social Security</i>	32%	1.312	1.312	1.312	1.312
Market JP		4.290	4.290	4.290	4.290
Sales JP		1.250	1.250	1.250	1.250
Marketing JP		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.040	1.040	1.040	1.040
Marketing Package Team		12.144	12.144	12.144	12.144
Salesperson		2.400	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.000	2.000	2.000	2.000
SDR		1.400	1.400	1.400	1.400
Salesperson					
SDR					
Operations		2.000	2.000	2.000	2.000
Operations					
<i>Social Security</i>	32%	2.944	2.944	2.944	2.944

Team	de set.-24	d'oct.-24	de nov.-24	de des.-24
Headcount	43	43	44	44
Increase	0	0	1	0
Total Team	€99.594	€99.594	€101.594	€101.858
- Payroll	75.450	75.450	77.450	77.650
- Social Security (company) 32%	21.200	21.200	21.200	21.264
UK / English				
Marketing people	5	5	5	5
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	2	2	2	2
Marketing Manager	1	1	1	1
Sales people 0%	7	7	7	7
Sales & Account Management	7	7	7	7
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	5	5	5	5
Customer Service Rep	4	4	4	4
Customer Service Manager	1	1	1	1
Ops & other people	5	5	5	5
Finance	2	2	2	2
Marketing Package Team	2	2	2	2
Sales	1	1	1	1
Operations	1	1	1	1

Team	de set.-24	d'oct.-24	de nov.-24	de des.-24
Market ES	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market IT	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market DE	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market FR	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market CN	3	3	3	3
Sales	2	2	2	2
Marketing	1	1	1	1
Market JP	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Marketing Package Team	5	5	6	6
Sales	4	4	4	4
Operations	1	1	2	2

21	22	23	24	Marketing	15.312	15.312	15.312	15.312
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Team	de set.-24	d'oct.-24	de nov.-24	de des.-24
26.00 101.5 179.52 183.7 Cofounder Ale	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	2.200	2.200	2.200	2.200
0 0 24.200 26.40 Social Security	32%	3.712	3.712	3.712
6.304 24.60 43.520 44.54				
Sales	9.636	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	2.500	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	2.336	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	22.704	22.704	22.704	22.704
31.94 127.5 210.54 272.4 Cofounder Josh	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	1.200	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	3.000	3.000	3.000	3.000
0 0 27.500 36.00 Tech Employee	3.000	3.000	3.000	3.000
0 0 0 36.00 Social Security	32%	5.504	5.504	5.504
7.744 30.91 51.040 66.04				
Customer Service	11.352	11.352	11.352	11.352
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Manager	2.200	2.200	2.200	2.200
Social Security	32%	2.752	2.752	2.752

Team		de set.-24	d'oct.-24	de nov.-24	de des.-24
Other		5.544	5.544	5.544	5.544
Finance		2.200	2.200	2.200	2.200
---		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.344	1.344	1.344	1.344
Market ES		3.300	3.300	3.300	3.300
Sales ITA / ESP		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
2 Market IT		3.300	3.300	3.300	3.300
Sales		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
Market DE		3.300	3.300	3.300	3.300
Sales Intern DE		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
1 Market FR		3.300	3.300	3.300	3.300
Sales FR		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700

Team		de set.-24	d'oct.-24	de nov.-24	de des.-24
<i>Social Security</i>	32%	800	800	800	800
Market CN		5.412	5.412	5.412	5.676
Sales Intern CHN		700	700	700	700
Sales CHN		1.600	1.600	1.600	1.600
Marketing CHN		1.800	1.800	1.800	2.000
<i>Social Security</i>	32%	1.312	1.312	1.312	1.376
Market JP		4.290	4.290	4.290	4.290
Sales JP		1.250	1.250	1.250	1.250
Marketing JP		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.040	1.040	1.040	1.040
Marketing Package Team		12.144	12.144	14.144	14.144
Salesperson		2.400	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.000	2.000	2.000	2.000
SDR		1.400	1.400	1.400	1.400
Salesperson					
SDR					
Operations		2.000	2.000	2.000	2.000
Operations				2.000	2.000
<i>Social Security</i>	32%	2.944	2.944	2.944	2.944

Team	de gen.-25	de febr.-25	de març-25	d'abr.-25
Headcount	45	45	45	45
Increase	1	0	0	0
Total Team	€109.052	€109.052	€109.052	€109.052
- Payroll	83.100	83.100	83.100	83.100
- Social Security (company) 32%	21.792	21.792	21.792	21.792
UK / English				
Marketing people	5	5	5	5
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	2	2	2	2
Marketing Manager	1	1	1	1
Sales people 0%	7	7	7	7
Sales & Account Management	7	7	7	7
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	5	5	5	5
Customer Service Rep	4	4	4	4
Customer Service Manager	1	1	1	1
Ops & other people	5	5	5	5
Finance	2	2	2	2
Marketing Package Team	2	2	2	2
Sales	1	1	1	1
Operations	1	1	1	1

Team	de gen.-25	de febr.-25	de març-25	d'abr.-25
Market ES	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market IT	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market DE	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market FR	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market CN	3	3	3	3
Sales	2	2	2	2
Marketing	1	1	1	1
Market JP	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Marketing Package Team	7	7	7	7
Sales	5	5	5	5
Operations	2	2	2	2

21 22 23 24 **Marketing**

15.576

15.576

15.576

15.576

Team	de gen.-25	de febr.-25	de març-25	d'abr.-25
26.00 101.5 179.52 183.7 Cofounder Ale	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	2.400	2.400	2.400	2.400
0 0 24.200 26.40 Social Security	32%	3.776	3.776	3.776
6.304 24.60 43.520 44.54				
Sales	9.636	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	2.500	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	2.336	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	24.024	24.024	24.024	24.024
31.94 127.5 210.54 272.4 Cofounder Josh	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	1.200	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	4.000	4.000	4.000	4.000
0 0 27.500 36.00 Tech Employee	3.000	3.000	3.000	3.000
0 0 0 36.00 Social Security	32%	5.824	5.824	5.824
7.744 30.91 51.040 66.04				
Customer Service	11.352	11.352	11.352	11.352
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Manager	2.200	2.200	2.200	2.200
Social Security	32%	2.752	2.752	2.752

Team		de gen.-25	de febr.-25	de març-25	d'abr.-25
Other		5.544	5.544	5.544	5.544
Finance		2.200	2.200	2.200	2.200
---		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.344	1.344	1.344	1.344
Market ES		3.300	3.300	3.300	3.300
Sales ITA / ESP		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
2 Market IT		3.300	3.300	3.300	3.300
Sales		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
Market DE		3.300	3.300	3.300	3.300
Sales Intern DE		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
1 Market FR		3.300	3.300	3.300	3.300
Sales FR		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700

Team		de gen.-25	de febr.-25	de març-25	d'abr.-25
<i>Social Security</i>	32%	800	800	800	800
Market CN		5.676	5.676	5.676	5.676
Sales Intern CHN		700	700	700	700
Sales CHN		1.600	1.600	1.600	1.600
Marketing CHN		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.376	1.376	1.376	1.376
Market JP		4.884	4.884	4.884	4.884
Sales JP		1.500	1.500	1.500	1.500
Marketing JP		2.200	2.200	2.200	2.200
<i>Social Security</i>	32%	1.184	1.184	1.184	1.184
Marketing Package Team		19.160	19.160	19.160	19.160
Salesperson		2.400	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.400	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.000	2.000	2.000	2.000
SDR		1.400	1.400	1.400	1.400
Operations		2.000	2.000	2.000	2.000
Operations		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	4.160	4.160	4.160	4.160

Team	de maig-25	de juny-25	de jul.-25	d'ag.-25
Headcount	45	45	45	45
Increase	0	0	0	0
Total Team	€109.052	€109.052	€109.052	€109.052
- Payroll	83.100	83.100	83.100	83.100
- Social Security (company) 32%	21.792	21.792	21.792	21.792
UK / English				
Marketing people	5	5	5	5
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	2	2	2	2
Marketing Manager	1	1	1	1
Sales people 0%	7	7	7	7
Sales & Account Management	7	7	7	7
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	5	5	5	5
Customer Service Rep	4	4	4	4
Customer Service Manager	1	1	1	1
Ops & other people	5	5	5	5
Finance	2	2	2	2
Marketing Package Team	2	2	2	2
Sales	1	1	1	1
Operations	1	1	1	1

Team	de maig-25	de juny-25	de jul.-25	d'ag.-25
Market ES	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market IT	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market DE	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market FR	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market CN	3	3	3	3
Sales	2	2	2	2
Marketing	1	1	1	1
Market JP	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Marketing Package Team	7	7	7	7
Sales	5	5	5	5
Operations	2	2	2	2

21	22	23	24	Marketing	15.576	15.576	15.576	15.576
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Team	de maig-25	de juny-25	de jul.-25	d'ag.-25
26.00 101.5 179.52 183.7 Cofounder Ale	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	2.400	2.400	2.400	2.400
0 0 24.200 26.40 Social Security	32%	3.776	3.776	3.776
6.304 24.60 43.520 44.54				
Sales	9.636	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	2.500	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	2.336	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	24.024	24.024	24.024	24.024
31.94 127.5 210.54 272.4 Cofounder Josh	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	1.200	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	4.000	4.000	4.000	4.000
0 0 27.500 36.00 Tech Employee	3.000	3.000	3.000	3.000
0 0 0 36.00 Social Security	32%	5.824	5.824	5.824
7.744 30.91 51.040 66.04				
Customer Service	11.352	11.352	11.352	11.352
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Manager	2.200	2.200	2.200	2.200
Social Security	32%	2.752	2.752	2.752

Team		de maig-25	de juny-25	de jul.-25	d'ag.-25
Other		5.544	5.544	5.544	5.544
Finance		2.200	2.200	2.200	2.200
---		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.344	1.344	1.344	1.344
Market ES		3.300	3.300	3.300	3.300
Sales ITA / ESP		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
2 Market IT		3.300	3.300	3.300	3.300
Sales		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
Market DE		3.300	3.300	3.300	3.300
Sales Intern DE		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
1 Market FR		3.300	3.300	3.300	3.300
Sales FR		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700

Team		de maig-25	de juny-25	de jul.-25	d'ag.-25
<i>Social Security</i>	32%	800	800	800	800
Market CN		5.676	5.676	5.676	5.676
Sales Intern CHN		700	700	700	700
Sales CHN		1.600	1.600	1.600	1.600
Marketing CHN		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.376	1.376	1.376	1.376
Market JP		4.884	4.884	4.884	4.884
Sales JP		1.500	1.500	1.500	1.500
Marketing JP		2.200	2.200	2.200	2.200
<i>Social Security</i>	32%	1.184	1.184	1.184	1.184
Marketing Package Team		19.160	19.160	19.160	19.160
Salesperson		2.400	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.400	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.000	2.000	2.000	2.000
SDR		1.400	1.400	1.400	1.400
Operations		2.000	2.000	2.000	2.000
Operations		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	4.160	4.160	4.160	4.160

Team	de set.-25	d'oct.-25	de nov.-25	de des.-25
Headcount	45	45	45	45
Increase	0	0	0	0
Total Team	€109.052	€109.052	€109.052	€109.052
- Payroll	83.100	83.100	83.100	83.100
- Social Security (company) 32%	21.792	21.792	21.792	25.952
UK / English				
Marketing people	5	5	5	5
Cofounder Ale	1	1	1	1
Marketing Intern	1	1	1	1
Marketing Employee	2	2	2	2
Marketing Manager	1	1	1	1
Sales people 0%	7	7	7	7
Sales & Account Management	7	7	7	7
Tecnology people	3	3	3	3
Cofounder Josh	1	1	1	1
CTO	1	1	1	1
Tech Employee	1	1	1	1
Tech Intern	1	1	1	1
Customer Service	5	5	5	5
Customer Service Rep	4	4	4	4
Customer Service Manager	1	1	1	1
Ops & other people	5	5	5	5
Finance	2	2	2	2
Marketing Package Team	2	2	2	2
Sales	1	1	1	1
Operations	1	1	1	1

Team	de set.-25	d'oct.-25	de nov.-25	de des.-25
Market ES	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market IT	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market DE	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market FR	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Market CN	3	3	3	3
Sales	2	2	2	2
Marketing	1	1	1	1
Market JP	2	2	2	2
Sales	1	1	1	1
Marketing	1	1	1	1
Marketing Package Team	7	7	7	7
Sales	5	5	5	5
Operations	2	2	2	2

21	22	23	24	Marketing	15.576	15.576	15.576	15.576
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Team	de set.-25	d'oct.-25	de nov.-25	de des.-25
26.00 101.5 179.52 183.7 Cofounder Ale	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Marketing Intern	800	800	800	800
6.400 9.600 9.600 9.600 Marketing Employee	1.800	1.800	1.800	1.800
1.600 20.20 21.600 21.60 Marketing Employee	1.800	1.800	1.800	1.800
0 3.600 21.600 21.60 Marketing Manager	2.400	2.400	2.400	2.400
0 0 24.200 26.40 Social Security	32%	3.776	3.776	3.776
6.304 24.60 43.520 44.54				
Sales	9.636	9.636	9.636	9.636
20.06 63.36 112.33 115.6 Sales Intern	800	800	800	800
9.600 9.600 9.600 9.600 Sales / Account Management UK	2.500	2.500	2.500	2.500
7.200 19.20 29.100 30.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 23.600 24.00 Sales / Account Management US	2.000	2.000	2.000	2.000
800 9.600 22.800 24.00 Social Security	0	2.336	2.336	2.336
4.864 15.36 27.232 28.03				
Tech	24.024	24.024	24.024	24.024
31.94 127.5 210.54 272.4 Cofounder Josh	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 CTO	5.000	5.000	5.000	5.000
11.70 43.50 59.000 60.00 Tech Intern	1.200	1.200	1.200	1.200
800 9.600 14.000 14.40 Tech Employee	4.000	4.000	4.000	4.000
0 0 27.500 36.00 Tech Employee	3.000	3.000	3.000	3.000
0 0 0 36.00 Social Security	32%	5.824	5.824	5.824
7.744 30.91 51.040 66.04				
Customer Service	11.352	11.352	11.352	11.352
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Rep	1.600	1.600	1.600	1.600
Customer Service Manager	2.200	2.200	2.200	2.200
Social Security	32%	2.752	2.752	2.752

Team		de set.-25	d'oct.-25	de nov.-25	de des.-25
Other		5.544	5.544	5.544	5.544
Finance		2.200	2.200	2.200	2.200
---		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.344	1.344	1.344	1.344
Market ES		3.300	3.300	3.300	3.300
Sales ITA / ESP		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
2 Market IT		3.300	3.300	3.300	3.300
Sales		1.800	1.800	1.800	1.800
Marketing		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
Market DE		3.300	3.300	3.300	3.300
Sales Intern DE		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700
<i>Social Security</i>	32%	800	800	800	800
1 Market FR		3.300	3.300	3.300	3.300
Sales FR		1.800	1.800	1.800	1.800
Marketing Intern		700	700	700	700

Team		de set.-25	d'oct.-25	de nov.-25	de des.-25
<i>Social Security</i>	32%	800	800	800	800
Market CN		5.676	5.676	5.676	5.676
Sales Intern CHN		700	700	700	700
Sales CHN		1.600	1.600	1.600	1.600
Marketing CHN		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	1.376	1.376	1.376	1.376
Market JP		4.884	4.884	4.884	4.884
Sales JP		1.500	1.500	1.500	1.500
Marketing JP		2.200	2.200	2.200	2.200
<i>Social Security</i>	32%	1.184	1.184	1.184	1.184
Marketing Package Team		19.160	19.160	19.160	19.160
Salesperson		2.400	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.400	2.400	2.400	2.400
SDR		1.400	1.400	1.400	1.400
Salesperson		2.000	2.000	2.000	2.000
SDR		1.400	1.400	1.400	1.400
Operations		2.000	2.000	2.000	2.000
Operations		2.000	2.000	2.000	2.000
<i>Social Security</i>	32%	4.160	4.160	4.160	4.160

Team		2.021	2.022	2.023
Headcount		10	13	35
Increase				
Total Team		78.012	302.940	814.176
- Payroll		59.100	229.500	616.800
- Social Security (company)	32%	18.912	73.440	183.552
UK / English				
Marketing people		3	4	5
Cofounder Ale				
Marketing Intern				
Marketing Employee				
Marketing Manager				
Sales people	0%	4	5	7
Sales & Account Management				
Tecnology people		3	3	3
Cofounder Josh				
CTO				
Tech Employee				
Tech Intern				
Customer Service		0	1	3
Customer Service Rep				
Customer Service Manager				
Ops & other people		0	0	6
Finance				
Marketing Package Team		0	0	3
Sales				
Operations				

Team	2.021	2.022	2.023
Market ES	0	0	2
Sales			
Marketing			
Market IT	0	0	2
Sales			
Marketing			
Market DE	0	0	2
Sales			
Marketing			
Market FR	0	0	2
Sales			
Marketing			
Market CN	0	0	0
Sales			
Marketing			
Market JP	0	0	0
Sales			
Marketing			
Marketing Package Team			
Sales			
Operations			

21	22	23	24	Marketing	26.004	101.508	179.520
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Team				2.021	2.022	2.023
26.00	101.5	179.52	183.7	11.700	43.500	59.000
Cofounder Ale						
11.70	43.50	59.000	60.00	6.400	9.600	9.600
Marketing Intern						
6.400	9.600	9.600	9.600	1.600	20.200	21.600
Marketing Employee						
1.600	20.20	21.600	21.60	0	3.600	21.600
Marketing Employee						
0	3.600	21.600	21.60	0	0	24.200
Marketing Manager						
0	0	24.200	26.40	6.304	24.608	43.520
Social Security						
6.304	24.60	43.520	44.54			
Sales				20.064	63.360	112.332
20.06	63.36	112.33	115.6	9.600	9.600	9.600
Sales Intern						
9.600	9.600	9.600	9.600	7.200	19.200	29.100
Sales / Account Management UK						
7.200	19.20	29.100	30.00	800	9.600	23.600
Sales / Account Management US						
800	9.600	23.600	24.00	800	9.600	22.800
Sales / Account Management US						
800	9.600	22.800	24.00	4.864	15.360	27.232
Social Security						
4.864	15.36	27.232	28.03			
Tech				31.944	127.512	210.540
31.94	127.5	210.54	272.4	11.700	43.500	59.000
Cofounder Josh						
11.70	43.50	59.000	60.00	11.700	43.500	59.000
CTO						
11.70	43.50	59.000	60.00	800	9.600	14.000
Tech Intern						
800	9.600	14.000	14.40	0	0	27.500
Tech Employee						
0	0	27.500	36.00	0	0	0
Tech Employee						
0	0	0	36.00	7.744	30.912	51.040
Social Security						
7.744	30.91	51.040	66.04			
Customer Service				0	10.560	80.520
Customer Service Rep				6.400	8.000	19.200
Customer Service Rep				0	0	17.600
Customer Service Rep				0	0	0
Customer Service Rep				0	0	0
Customer Service Manager				0	0	24.200
Social Security				0	2.560	19.520

Team		2.021	2.022	2.023
Other		0	0	29.040
Finance		0	0	22.000
---		0	0	0
<i>Social Security</i>	32%	0	0	7.040
Market ES		0	0	36.300
Sales ITA / ESP		0	0	19.800
Marketing		0	0	7.700
<i>Social Security</i>	32%	0	0	8.800
2 Market IT		0	0	36.300
Sales		0	0	19.800
Marketing		0	0	7.700
<i>Social Security</i>	32%	0	0	8.800
Market DE		0	0	36.300
Sales Intern DE		0	0	19.800
Marketing Intern		0	0	7.700
<i>Social Security</i>	32%	0	0	8.800
1 Market FR		0	0	27.500
Sales FR		0	0	19.800
Marketing Intern		0	0	7.700

Team		2.021	2.022	2.023
<i>Social Security</i>	32%			
Market CN		0	0	0
Sales Intern CHN		0	0	0
Sales CHN		0	0	0
Marketing CHN		0	0	0
<i>Social Security</i>	32%	0	0	0
Market JP		0	0	0
Sales JP		0	0	0
Marketing JP		0	0	0
<i>Social Security</i>	32%	0	0	0
Marketing Package Team		0	0	57.024
Salesperson		0	0	16.000
SDR		0	0	11.200
Salesperson		0	0	0
SDR		0	0	0
Salesperson		0	0	0
SDR		0	0	0
Operations		0	0	16.000
Operations		0	0	0
<i>Social Security</i>	32%	0	0	13.824

Team	2.024	2.025
Headcount	44	45

Increase

Total Team		1.196.224	1.308.624
- Payroll		907.200	997.200
- Social Security (company)	32%	253.824	265.664

UK / English

Marketing people		5	5
Cofounder Ale			
Marketing Intern			
Marketing Employee			
Marketing Manager			
Sales people	0%	7	7
Sales & Account Management			
Tecnology people		3	3
Cofounder Josh			
CTO			
Tech Employee			
Tech Intern			
Customer Service		5	5
Customer Service Rep			
Customer Service Manager			
Ops & other people		5	5
Finance			
Marketing Package Team		2	2
Sales			
Operations			

Team	2.024	2.025
Market ES	2	2
Sales		
Marketing		
Market IT	2	2
Sales		
Marketing		
Market DE	2	2
Sales		
Marketing		
Market FR	2	2
Sales		
Marketing		
Market CN	3	3
Sales		
Marketing		
Market JP	2	2
Sales		
Marketing		
Marketing Package Team		
Sales		
Operations		

21	22	23	24	Marketing	183.744	186.912
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Team				2.024	2.025		
26.00	101.5	179.52	183.7	Cofounder Ale	60.000	60.000	
11.70	43.50	59.000	60.00	Marketing Intern	9.600	9.600	
6.400	9.600	9.600	9.600	Marketing Employee	21.600	21.600	
1.600	20.20	21.600	21.60	Marketing Employee	21.600	21.600	
0	3.600	21.600	21.60	Marketing Manager	26.400	28.800	
0	0	24.200	26.40	Social Security	32%	44.544	45.312
6.304	24.60	43.520	44.54				
Sales				115.632	115.632		
20.06	63.36	112.33	115.6	Sales Intern	9.600	9.600	
9.600	9.600	9.600	9.600	Sales / Account Management UK	30.000	30.000	
7.200	19.20	29.100	30.00	Sales / Account Management US	24.000	24.000	
800	9.600	23.600	24.00	Sales / Account Management US	24.000	24.000	
800	9.600	22.800	24.00	Social Security	0	28.032	28.032
4.864	15.36	27.232	28.03				
Tech				272.448	288.288		
31.94	127.5	210.54	272.4	Cofounder Josh	60.000	60.000	
11.70	43.50	59.000	60.00	CTO	60.000	60.000	
11.70	43.50	59.000	60.00	Tech Intern	14.400	14.400	
800	9.600	14.000	14.40	Tech Employee	36.000	48.000	
0	0	27.500	36.00	Tech Employee	36.000	36.000	
0	0	0	36.00	Social Security	32%	66.048	69.888
7.744	30.91	51.040	66.04				
Customer Service				136.224	136.224		
				Customer Service Rep	19.200	19.200	
				Customer Service Rep	19.200	19.200	
				Customer Service Rep	19.200	19.200	
				Customer Service Rep	19.200	19.200	
				Customer Service Manager	26.400	26.400	
				Social Security	32%	33.024	33.024

Team	2.024	2.025
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Other		63.888	66.528
Finance		26.400	26.400
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<i>Social Security</i>	32%	15.488	16.128

Market ES		39.600	39.600
Sales ITA / ESP		21.600	21.600
Marketing		8.400	8.400
<i>Social Security</i>	32%	9.600	9.600

2 Market IT		39.600	39.600
Sales		21.600	21.600
Marketing		8.400	8.400
<i>Social Security</i>	32%	9.600	9.600

Market DE		39.600	39.600
Sales Intern DE		21.600	21.600
Marketing Intern		8.400	8.400
<i>Social Security</i>	32%	9.600	9.600

1 Market FR		30.000	30.000
Sales FR		21.600	21.600
Marketing Intern		8.400	8.400

Team		2.024	2.025
<i>Social Security</i>	32%		
Market CN		65.208	68.112
Sales Intern CHN		8.400	8.400
Sales CHN		19.200	19.200
Marketing CHN		21.800	24.000
<i>Social Security</i>	32%	15.808	16.512
Market JP		51.480	58.608
Sales JP		15.000	18.000
Marketing JP		24.000	26.400
<i>Social Security</i>	32%	12.480	14.208
Marketing Package Team		149.200	229.920
Salesperson		28.400	28.800
SDR		16.800	16.800
Salesperson		24.000	28.800
SDR		16.800	16.800
Salesperson		0	24.000
SDR		0	16.800
Operations		24.000	24.000
Operations		4.000	24.000
<i>Social Security</i>	32%	35.200	49.920

Host/Clients Acquisition

Per SALESPERSON / Month		CR Rates
Cooks contacted (Reach)	400	
Cooks responded	67	16,75%
Cooks met	53	79,10%
Cooks onboarded	40	75,47%
<i>Final CR</i>		10,00%

*Based on our actual total active hosts generated by us

Hosts Followers

Current Host Follower Split Ratio		
Total Active Hosts	40	
200-5k followers	23	58%
5k-25k followers	11	28%
25k-50k followers	5	13%
50k+ followers	1	3%

*Based on our actual total active hosts

Revenue Assumptions for Hosts with 10k+ followers

Subscription costs	€50	
€1500/month sold	€120	
Sales Commission	€250	100 orders AOV 25
Marketing Package	€100	
Monthly Revenue	€520	

Marketing Package Assumptions

Per SALESPERSON & SDR / Month		CR Rates
Leads contacted (Reach)	500	
Leads responded	200	40,00%
Leads met	53	26,50%
Leads converted	15	28,30%
<i>Final CR</i>		3,00%

CASHFLOW

# Instagram Cooking Accounts above 2k followers		Our Acquisition (if 20%)
UK	12.000	2.400
US & CA	5.000	1.000
AUS & NZ	5.000	1.000
FR	10.000	2.000
DE	8.000	1.600
IT	6.000	1.200
ES	5.000	1.000
POR	4.000	800

*Based on industry figures & Instagram influencer databases

