



# Financial Projections & Revenue Model

**323Software** (A DBA of Praetorian Technology Consulting LLC)

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## Revenue Streams & Pricing Model

Our primary revenue model is clearly structured as monthly recurring SaaS subscriptions. Pricing is competitive, scalable, and directly aligned with clearly defined target markets.

Product	Target Market	Avg. Subscription Price
MinisterSpeaks	Churches & individuals	Churches: \$350–\$1,500/mo; Individuals: \$12/mo
JustAskPip	Christian families	Families: Avg. \$10/mo
PreachFlow	Churches & pastors	Churches: Avg. \$100/mo
ScriptureRun	Youth & families	Users: Avg. \$8/mo (+premium content)

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## Detailed 3-Year Financial Projections

The following projections clearly represent conservative and realistic growth assumptions based on market data, comparable industry benchmarks, and clearly validated early feedback.

### Year 1 Revenue Projections

Product	Subscribers (EOY)	Avg. Revenue per Month/User	Total Annual Revenue
MinisterSpeaks	2,500 individuals + 75 churches	\$12 (individual), \$500 (church) avg.	\$1,035,000
JustAskPip	1,200 families	\$10	\$108,000
PreachFlow	350 churches	\$75	\$157,500
ScriptureRun	Not launched	–	–
Year 1 Total	–	–	\$1,300,500

## Year 2 Revenue Projections

Product	Subscribers (EOY)	Avg. Revenue per Month/User	Total Annual Revenue
MinisterSpeaks	7,500 individuals + 200 churches	\$12 (individual), \$750 (church) avg.	\$3,654,000
JustAskPip	5,500 families	\$10	\$660,000
PreachFlow	1,500 churches	\$100	\$1,800,000
ScriptureRun	3,000 users	\$8	\$288,000
<b>Year 2 Total</b>	—	—	<b>\$6,402,000</b>

## Year 3 Revenue Projections

Product	Subscribers (EOY)	Avg. Revenue per Month/User	Total Annual Revenue
MinisterSpeaks	20,000 individuals + 500 churches	\$12 (individual), \$1,000 (church) avg.	\$11,880,000
JustAskPip	15,000 families	\$10	\$1,800,000
PreachFlow	3,500 churches	\$125	\$5,250,000
ScriptureRun	10,000 users	\$8	\$960,000
<b>Year 3 Total</b>	—	—	<b>\$19,890,000</b>

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## Summary of Revenue Growth

Year	Total Revenue	Growth Rate
Year 1	\$1,300,500	—
Year 2	\$6,402,000	<b>392% growth</b>
Year 3	\$19,890,000	<b>211% growth</b>

**Total Projected 3-Year Revenue: \$27,592,500**

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## Clear Assumptions Driving Projections

- Conservative market penetration percentages (1-2% of potential addressable market by year 3)
  - Proven market demand via early traction with MinisterSpeaks
  - Industry-standard SaaS subscription growth patterns
  - Realistic, sustainable, scalable subscription pricing
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## Internal Infrastructure Cost Structure (Transparent)

- **10% of gross revenue** internally allocated explicitly for ongoing infrastructure maintenance, improvement, and scalability (Alexiom Core).
  - Exact flat token/API usage clearly reimbursed internally at no markup—ensuring accurate operational budgeting and transparency.
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## Why Our Financial Projections Are Realistic

Our projections clearly represent a realistic growth trajectory validated by current market dynamics, early market enthusiasm, competitive SaaS benchmarks, and proven faith-based market opportunity. The clearly defined subscription model ensures predictable recurring revenue, providing investor stability, transparency, and reduced risk.

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