

# Revenue Forecast Assumptions and Methodology Form

## 1. Basic Information

Company/Organization Name	<hr/>
Prepared By	<hr/>
Date	<hr/>
Forecast Period	<hr/>

## 2. Revenue Streams

Revenue Stream	Description	Method of Estimation
Product Sales	Widget A, Widget B	Sales volume x unit price
Service Fees	Consulting, Installation	Expected contracts x fee per contract
Subscriptions	Monthly/Annual plans	Number of subscribers x average revenue per user

## 3. Key Assumptions

- Annual growth rate in sales volume: \_\_\_\_\_
- Average unit price: \_\_\_\_\_
- Churn rate for subscriptions: \_\_\_\_\_
- Market share adjustments: \_\_\_\_\_
- New customer acquisition: \_\_\_\_\_

## 4. Methodology Description

Outline the forecasting approach used. Specify if top-down, bottom-up, or trend analysis. Include any specific models or tools applied (e.g., regression, seasonality adjustment, scenario planning, etc.).

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## 5. Summary Table (Sample)

Year	Estimated Revenue	YOY Growth (%)
2024	\$500,000	-
2025	\$650,000	30%
2026	\$845,000	30%

### Important Notes:

- This form should be regularly updated to reflect changing market conditions and company strategy.
- All assumptions must be clear and evidence-based whenever possible.
- Forecasts are inherently uncertain; include sensitivity analyses where appropriate.
- Document any data sources and estimation methodologies used.
- Approval and review by relevant management is recommended before use.