

Scenario-Based Profit Projection Document

Project Overview

Project Name: Launch of Mobile Fitness App
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This document outlines the projected profit figures for three potential business scenarios related to the launch and first-year operation of the new Mobile Fitness App.

Scenarios Description

- **Conservative:** Lower user acquisition, modest growth rate, minimal marketing spend.
- **Moderate/Most Likely:** Average market response and standard conversion rates.
- **Optimistic:** Above-average viral growth, high user retention, and effective upsell/cross-sell.

Profit Projection Table (Year 1)

Scenario	Expected Revenue	Expected Expenses	Projected Profit
Conservative	\$120,000	\$80,000	\$40,000
Moderate	\$200,000	\$100,000	\$100,000
Optimistic	\$320,000	\$120,000	\$200,000

Key Assumptions

- User growth rates between 10-35% monthly depending on scenario.
- In-app purchases, subscriptions, and partner sponsorships are main revenue drivers.
- Marketing, development, and customer support are included in expenses.
- Economic and market conditions remain stable during projection period.

Important Notes

- Scenario-based projections help manage risks and set realistic targets.
- Assumptions should be updated as more data becomes available.
- This projection does not guarantee financial outcomes; it serves as a planning tool.
- External factors can cause significant deviation from projected performance.