

# Sensitivity Analysis Report

## Startup Financial Forecast

### 1. Executive Summary

This report presents a sensitivity analysis of the key financial assumptions in the startup's financial forecast for the period 2024-2027. The analysis assesses how changes in critical variables affect projected outcomes, providing insights into financial risk and robustness.

### 2. Key Assumptions Analyzed

- Monthly Active Users (MAU) Growth Rate
- Average Revenue per User (ARPU)
- Customer Acquisition Cost (CAC)
- Gross Profit Margin (%)
- Operating Expenses Growth Rate

### 3. Base Case Summary

Variable	Assumption	Projected 2024	Projected 2025	Projected 2026	Projected 2027
MAU Growth Rate	6% monthly	12,500	21,300	30,600	43,500
ARPU	\$7.50	\$93,750	\$159,750	\$229,500	\$326,250
CAC	\$10.00	\$50,000	\$63,900	\$78,500	\$92,000

### 4. Sensitivity Scenarios Overview

Variable	Scenario	Projected 2025 Net Profit	Variance to Base (%)
MAU Growth Rate	4% monthly	\$18,100	-22%
MAU Growth Rate	8% monthly	\$49,300	+31%
ARPU	\$6.00	\$12,500	-38%
CAC	\$12.00	\$14,400	-41%
Gross Margin	+5%	\$42,900	+24%

### 5. Interpretation and Conclusion

The analysis indicates that projected net profits are most sensitive to changes in MAU growth rate and ARPU, highlighting the importance of user acquisition strategies and value proposition. Adjustments to CAC and gross margins also have significant impacts on financial results. Management should closely monitor these drivers to ensure forecast reliability.

### Important Notes

- Sensitivity analysis illustrates the impact of assumption changes, but does not predict actual outcomes.
- Results depend on the accuracy of initial assumptions and market conditions.
- Frequent reassessment is recommended as new data becomes available.
- This document is a planning tool, not a financial guarantee.

