

# REVENUE SCALABILITY ANALYSIS

Project: \_\_\_\_\_ Date: \_\_\_\_\_

| CATEGORY                    | CURRENT STATE / STRATEGY                                | SCALING POTENTIAL (1-5) |
|-----------------------------|---|-------------------------|
| <b>Revenue Streams</b>      | <i>Primary and secondary sources of income...</i>       |                         |
| <b>Marginal Cost</b>        | <i>Cost of serving the next customer...</i>             |                         |
| <b>Market Reach</b>         | <i>Total addressable market &amp; expansion plan...</i> |                         |
| <b>Operational Leverage</b> | <i>Automation and technology efficiency...</i>          |                         |
| <b>Acquisition Strategy</b> | <i>CAC vs LTV scalability...</i>                        |                         |

## STRATEGIC OBSERVATIONS