

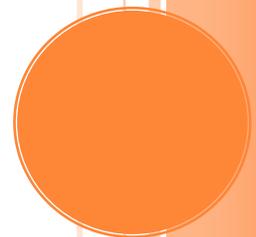
# *SaaS Sales Revenue Plan/Budget Excel Template User Guide*

*Three year sales plan/budget for SaaS based business*

The SaaS Subscription 3-year revenue plan allows you to develop a monthly sales revenue plan for up to three years for a SaaS subscription-based business. The SaaS revenue plan incorporates up to 4 products (e.g. Starter/Freemium, Silver, Gold, Platinum). For each month, each product features the opening number of subscribers, new subscribers added and cancelled during the month and calculates the closing number of subscribers. The subscription revenue is then calculated for each product. The overall average subscription rate per month is also calculated. Affiliate or partner discount/commission can be calculated monthly for each product. Other direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month.

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# SAAS SALES REVENUE PLAN/BUDGET EXCEL TEMPLATE USER GUIDE

*Three year sales plan/budget for SaaS based business*

## INTRODUCTION

The SaaS Subscription 3-year revenue plan allows you to develop a monthly sales revenue plan for up to three years for a SaaS subscription-based business. The SaaS revenue plan incorporates up to 4 products (e.g. Starter /Freemium, Silver, Gold, Platinum). For each month, each product features the opening number of subscribers, new subscribers added and cancelled during the month and calculates the closing number of subscribers. The subscription revenue is then calculated for each product. The overall average subscription rate per month is also calculated.

Affiliate or partner discount/commission can be calculated monthly for each product. Other direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month.

## USER INSTRUCTIONS

The EXCEL model has a simple **Push Button Menu** system which available at cells E1 to F2 of the Sales Revenue Plan worksheet (see figure 1). Prior to entering data the user should select which currency s/he wishes to use in formatting reports. This can be done by clicking on the chosen currency symbol in the dialog box to the immediate right of the Title Graphic (cell E10 of the Sales Revenue Plan worksheet). Note this refers only to the currency symbol used and is NOT a currency conversion routine. You may need to install and enable the Excel Euro Currency Tools Add-in to display the € symbol properly.

Enter the **Plan Title** and **Start Month/Year (Setup Company Menu option)** Figure 1. These are used to format reports, by automatically updating each of the three year annual plans and charts.

<b>SaaS Subscription 3-year Revenue Plan</b>		<b>Data Input</b>	<b>Print</b>
		Setup Company	Revenue Sources
Revenue Sources	Revenue Projections		
Copyright © The Business Tools Store 2011			
<p>The SaaS Subscription 3-year revenue plan allows you to develop a monthly sales revenue plan for up to three years for a SaaS subscription-based business. The SaaS revenue plan incorporates up to 4 products (e.g. Starter (Freemium), Silver, Gold, Platinum). For each month, each product features the opening number of subscribers, new subscribers added and cancelled during the month and calculates the closing number of subscribers. The subscription revenue is then calculated for each product. Affiliate or partner discount/commission can be calculated monthly for each product. Other direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month.</p>			
		<input type="radio"/> Euro Symbol <input type="radio"/> \$ Symbol <input type="radio"/> £ Symbol <input type="radio"/> No Symbol	
Plan Title:	The Big Software Co. Ltd		
Start Year:	2012		
Start Month (1-12):	1		

Figure 1

Next, select **Revenue Sources** from the **Data Input Menu**. Enter **Revenue Sources** data as per figure 2 below.

<b>REVENUE SOURCES ENTRY</b>			
	<b>User Subscription Rates</b>		
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Starter (Freemium)</b>			
No. of current Subscribers			
New Subscribers			
Ceased Subscribers			
Total Subscribers			
Subscription fee	\$5	\$5	\$5
Gross Revenue			
<b>Silver</b>			
No. of current Subscribers	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
New Subscribers			
Ceased Subscribers			
Total Subscribers			
Subscription fee	\$20	\$25	\$25
Gross Revenue			
<b>Gold</b>			
No. of current Subscribers	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
New Subscribers			
Ceased Subscribers			
Total Subscribers			
Subscription fee	\$40	\$45	\$50
Gross Revenue			
<b>Platinum</b>			
No. of current Subscribers	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
New Subscribers			
Ceased Subscribers			
Total Subscribers			
Subscription fee	\$75	\$75	\$75
Gross Revenue			
<b>Direct Cost of Sales</b>			
	<b>% of Sub. Fee</b>	<b>Unit Cost</b>	
Partner/affiliate Cost Starter	1%	\$3	
Partner/affiliate Cost Silver	10%	\$2	
Partner/affiliate Cost Gold	10%	\$4	
Partner/affiliate Cost Platinum	20%	\$1	
Other Direct Costs 1			
Other Direct Costs 2			
Other Direct Costs 3			
<b>TOTAL COST OF SALES</b>			
<b>GROSS MARGIN</b>			
<b>GROSS MARGIN (%)</b>			
<b>Key Metrics</b>			
Total number of Subscribers			
Overall Average Subscription			

Figure 2

Print **Revenue Sources Entry** (Print Menu) for reference.

Fill-in each **Product Name**, using the **Revenue Sources** on the **Data Input Menu**. The model allows for four different products with different **Monthly Subscription Rates** and numbers of subscribers. Any appropriate **Product Name** can be entered to replace the default names, i.e. Starter (Freemium), Silver, Gold and Platinum.

All data entered in **Revenue Sourcing Entry** section (columns A to D) is automatically copied to all the relevant cells and charts for each year. Any of the **Descriptions** in column A can be edited and customized. For each **Product** enter the appropriate **Subscription Fee**. A different **Subscription Fee** can be entered by each of the three years covered by the plan/budget.

There is a facility to also enter the **Direct Costs** associated with each **Product**. The facility provides options to enter the Direct Cost associated with commission paid to **Partners/Affiliates**. The cost can be based on a percentage of the **Subscription Fee** or the **Unit Cost** per subscription or a combination of both. Different fees can be defined for each product. Other **Direct Costs** can be defined and their **Description** entered in Column A. The actual costs are entered in the appropriate month.

Once the setup parameters have been entered; you are now ready to enter the **Subscriber Projections** on which the revenue budget will be calculated.

Initially enter the opening (current) number of subscribers for each of the products in cells H32, H40, H48, and H56 for the first year. For subsequent years the opening figures are automatically carried forward from the closing number of subscribers in the previous year.

The number of **New Subscribers** and the number of **Ceased Subscribers** for each month for each product are entered in rows 33 & 34, 41 & 42, 49 & 50 and 57 & 58 for each of the three years (year 1 in columns H to S, year 2 in columns X to AI and year 3 in columns AN to AY).

These numbers can be entered directly or calculated based on any formulae, such as growth rates, entered in the relevant columns.

The following items are calculated:

- **Total Number of Subscribers for each Product for each month**
- **The Revenue Projection for each month**
- **The Revenue Projection grand total for each month**
- **The Projected Direct Cost of Sales for each Month**
- **The Projected Gross Margin for each month.**
- **The Projected Gross Margin % for each month.**
- **The Total Number of Subscribers for each month**
- **The Overall Average Subscription Rate for each month.**

The **Projected Revenue** figures can be printed by selecting the appropriate option from the **Print Menu**. Various analyses of the projections are also presented in graphic representation in separate worksheets within this workbook.

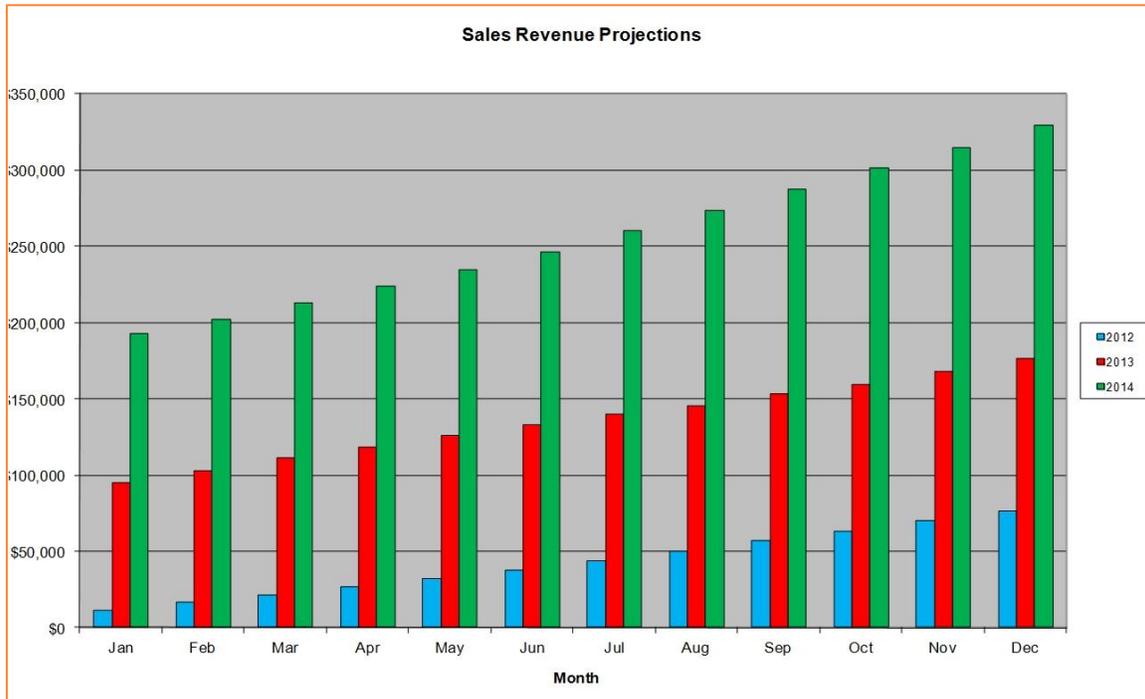
The **Revenue Plan** for each of the three year can be printed by selecting the option from the **Print Menu**.

## OUTPUT

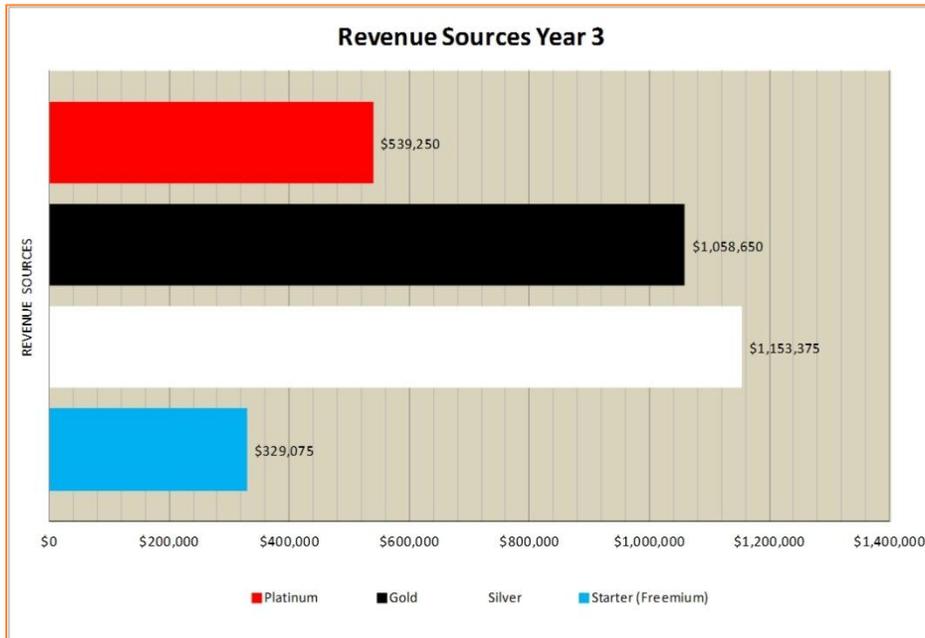
Examples of the range of outputs are shown on the pages that follow.

The Big Software Co. Ltd														
Sales Revenue Plan for Year Ended 31 Dec 2013														
REVENUE SOURCES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Yearly % Chg
<b>Starter (Freemium)</b>														
No. of current Subscribers	1975	2155	2335	2515	2695	2875	3045	3215	3385	3555	3725	3895	35,370	206%
New Subscribers	200	200	200	200	200	200	200	200	200	200	200	200	2,400	0%
Ceased Subscribers	20	20	20	20	20	30	30	30	30	30	30	30	310	-27%
Total Subscribers	2155	2335	2515	2695	2875	3045	3215	3385	3555	3725	3895	4065	4,065	106%
Subscription fee	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	0%
Gross Revenue	\$10,775	\$11,675	\$12,675	\$13,475	\$14,375	\$15,225	\$16,075	\$16,925	\$17,775	\$18,625	\$19,475	\$20,325	\$187,300	177%
<b>Silver</b>														
No. of current Subscribers	1410	1500	1610	1725	1835	1965	2085	2205	2335	2465	2585	2730	24,460	248%
New Subscribers	100	125	125	125	140	140	140	150	150	140	160	140	1,635	5%
Ceased Subscribers	10	15	10	15	10	20	20	20	20	20	15	15	190	36%
Total Subscribers	1500	1610	1725	1835	1965	2085	2205	2335	2465	2585	2730	2855	2,855	102%
Subscription fee	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	25%
Gross Revenue	\$37,500	\$40,250	\$43,125	\$45,875	\$49,125	\$52,125	\$55,125	\$58,375	\$61,625	\$64,625	\$68,250	\$71,375	\$647,375	284%
<b>Gold</b>														
No. of current Subscribers	674	749	814	889	944	994	1024	1064	1074	1114	1134	1194	11,668	172%
Ceased Subscribers	75	75	75	75	50	50	50	50	50	50	60	60	720	11%
Total Subscribers	749	814	889	944	994	1024	1064	1074	1114	1134	1194	1244	1,244	85%
Subscription fee	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	13%
Gross Revenue	\$33,705	\$36,630	\$40,005	\$42,480	\$44,730	\$46,080	\$47,880	\$48,330	\$60,130	\$61,030	\$63,730	\$65,980	\$650,710	183%
<b>Platinum</b>														
No. of current Subscribers	150	170	190	205	225	240	260	280	290	315	340	355	3,020	244%
New Subscribers	20	20	20	20	20	20	20	20	25	25	25	25	260	79%
Ceased Subscribers	0	0	5	0	5	0	0	10	0	0	10	0	30	100%
Total Subscribers	170	190	205	225	240	260	280	290	315	340	355	380	380	153%
Subscription fee	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	0%
Gross Revenue	\$12,750	\$14,250	\$15,375	\$16,875	\$18,000	\$19,500	\$21,000	\$21,750	\$23,625	\$26,625	\$28,500	\$28,500	\$243,750	222%
<b>TOTAL REVENUE</b>	<b>\$94,730</b>	<b>\$102,805</b>	<b>\$111,080</b>	<b>\$118,705</b>	<b>\$126,230</b>	<b>\$132,930</b>	<b>\$140,080</b>	<b>\$145,380</b>	<b>\$153,155</b>	<b>\$159,780</b>	<b>\$168,080</b>	<b>\$176,180</b>	<b>\$1,629,135</b>	<b>222%</b>
<b>Direct Cost of Sales</b>														
Partner/affiliate Cost Starter	\$6,573	\$7,122	\$7,671	\$8,220	\$8,769	\$9,287	\$9,806	\$10,324	\$10,843	\$11,361	\$11,880	\$12,398	\$114,253	177%
Partner/affiliate Cost Silver	\$6,750	\$7,245	\$7,763	\$8,258	\$8,843	\$9,383	\$9,923	\$10,508	\$11,093	\$11,633	\$12,285	\$12,848	\$116,528	245%
Partner/affiliate Cost Gold	\$6,367	\$6,919	\$7,557	\$8,024	\$8,449	\$8,704	\$9,044	\$9,129	\$9,469	\$9,639	\$10,149	\$10,574	\$104,023	168%
Partner/affiliate Cost Platinum	\$2,720	\$3,040	\$3,280	\$3,600	\$3,840	\$4,160	\$4,480	\$4,640	\$5,040	\$5,440	\$5,680	\$6,080	\$62,000	222%
Other Direct Costs 1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Other Direct Costs 2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Other Direct Costs 3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
<b>TOTAL COST OF SALES</b>	<b>\$22,409</b>	<b>\$24,326</b>	<b>\$26,270</b>	<b>\$28,101</b>	<b>\$29,900</b>	<b>\$31,534</b>	<b>\$33,252</b>	<b>\$34,601</b>	<b>\$36,444</b>	<b>\$38,073</b>	<b>\$39,994</b>	<b>\$41,900</b>	<b>\$386,804</b>	<b>199%</b>
<b>GROSS MARGIN</b>	<b>\$72,321</b>	<b>\$78,479</b>	<b>\$84,810</b>	<b>\$90,604</b>	<b>\$96,330</b>	<b>\$101,396</b>	<b>\$106,828</b>	<b>\$110,779</b>	<b>\$116,711</b>	<b>\$121,707</b>	<b>\$128,086</b>	<b>\$134,280</b>	<b>\$1,242,332</b>	<b>230%</b>
<b>GROSS MARGIN (%)</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>	<b>76%</b>
<b>Key Metrics</b>														
Total number of Subscribers	4,574	4,949	5,334	5,699	6,074	6,414	6,764	7,084	7,449	7,784	8,174	8,544	6,570	183%
Overall Average Subscription	\$20.7	\$20.8	\$20.8	\$20.8	\$20.8	\$20.7	\$20.7	\$20.5	\$20.6	\$20.5	\$20.6	\$20.6	\$20.7	11%

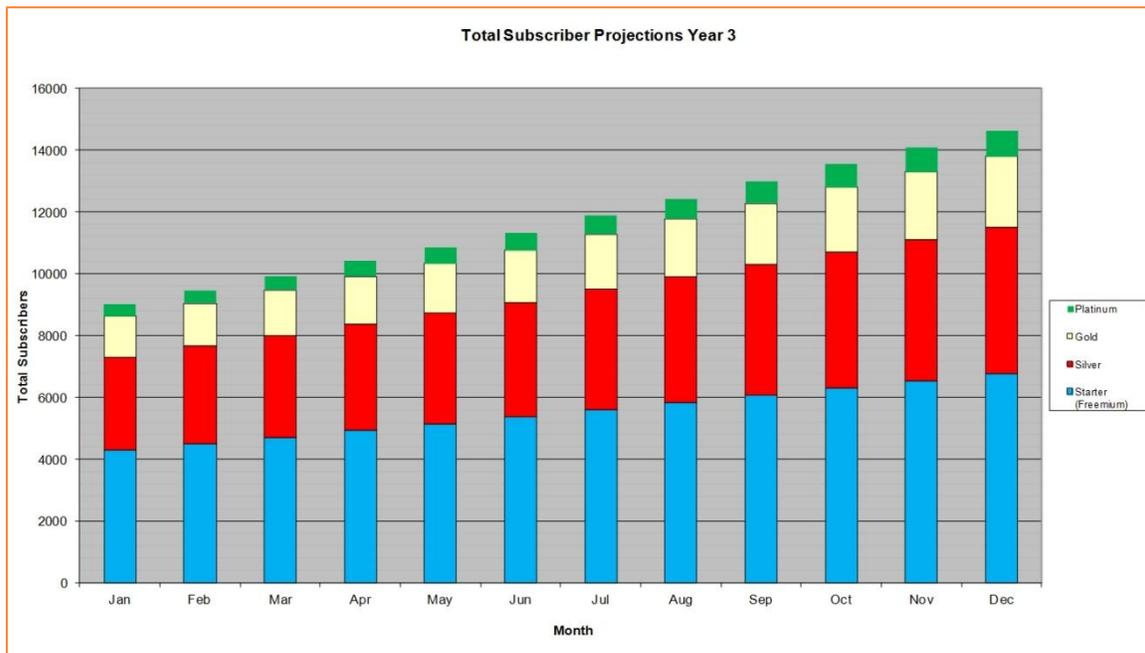
Annual Sales Revenue Plan/Budget



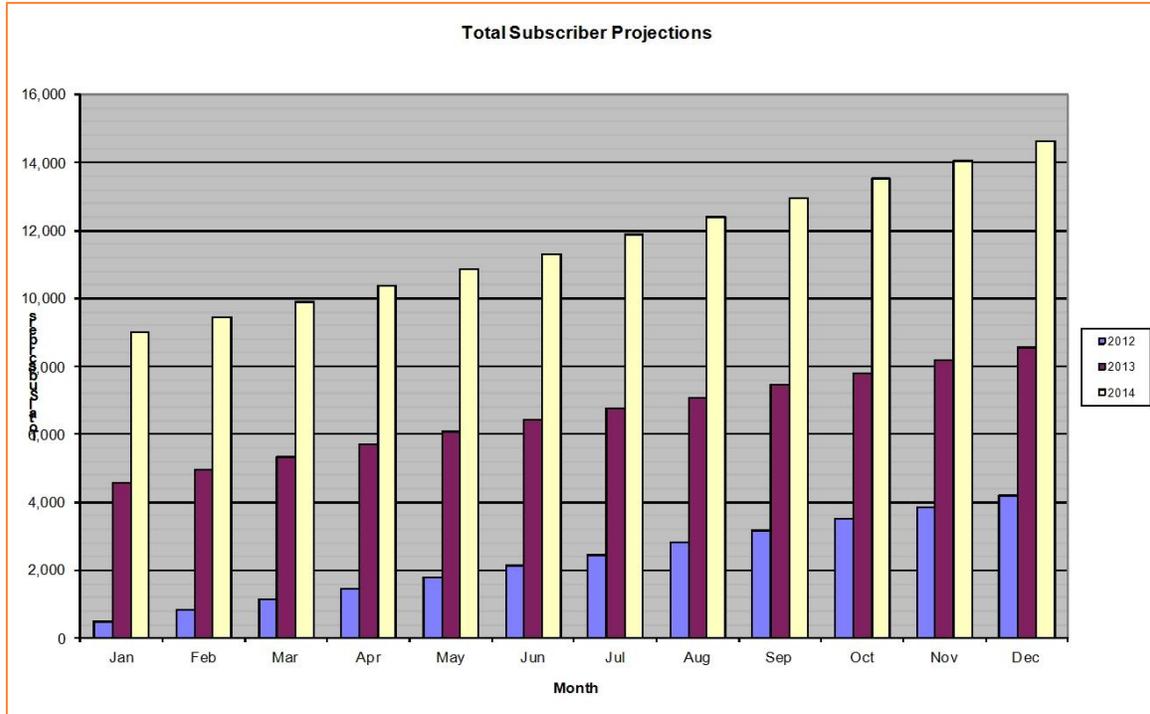
Monthly Sales Plan/budget for 3 years



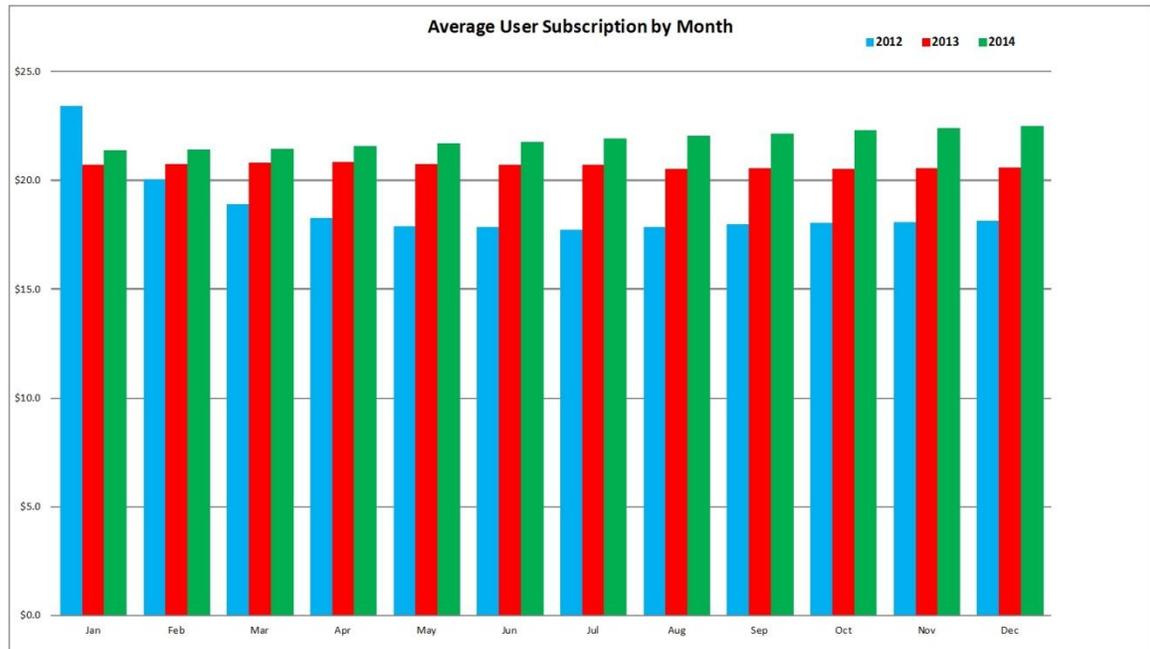
Annual Revenue by Product



Total Subscribers by Month by Product



Total Subscribers by Month by Year



Average Subscription Rate by Month by Year