

plant

Grow what matters.

REVISED — MARCH 2026

- 01 Kickstarter Strategy & Tier Revenue Model
- 02 Revised Build Cost Scenarios
- 03 Realistic Year 1 Projections
- 04 Investor Payment Cash Flow Analysis
- 05 Year 3 & Year 5 Projections
- 06 Marketing Budget Scenarios
- 07 Path to Profitability & Key Decisions

What Changed & Why

This revision updates four areas of the original financial model based on deeper product definition, revised Kickstarter strategy, and a more honest assessment of Year 1 download velocity for a bootstrapped iOS launch. The core business case is unchanged — and in several areas stronger.

Kickstarter target: \$25K → \$45K

The original \$25K covered a minimum viable build but left no margin for QA overruns, App Store delays, or pre-launch marketing. \$45K funds the full Claude Code build at the mid-range estimate (\$40–50K), covers Kickstarter fees (~8%), and provides a ~\$4K operational buffer. The backer tier structure has been rebuilt with physical merch at mid and upper tiers to justify higher pledge amounts and drive average pledge value upward.

Year 1 downloads: 15K base → 7K base

15,000 downloads in Year 1 is achievable but assumes a breakout moment (viral post, press coverage, significant influencer hit). The honest organic-plus-Kickstarter baseline for a first-season iOS app with a 1,000-person email list is 5,000–9,000. We model 7,000 as base. This reduces Year 1 subscriber count but does not affect the Year 3+ trajectory materially.

Kickstarter timing: Fall 2026 → October 2027

A specific month matters for planning. October gives 8–10 weeks of pre-campaign community building from August, and targets February 2028 delivery — the optimal window for gardening app launches. A missed February window would mean delivering into an active growing season with no planning value.

Investor cash flow crunch model added

The original model showed investor returns as a clean schedule without modeling the simultaneous cash demands of running costs + investor payments in months 6–18. Section 4 maps this crunch explicitly and shows the scenarios under which it becomes problematic.

Section 01

Kickstarter Strategy & Tier Revenue Model

The campaign launches October 2027 targeting a February 2028 app delivery. The \$45K base goal funds the full build with buffer. Merch tiers are designed to drive average pledge value above \$60 — the level at which Kickstarter campaigns in the lifestyle/app category typically reach their goals on fewer than 1,000 backers.

Backer Tier Revenue Model

Tier	Price	What's Included	Est. Backers	Revenue
Seedling	\$9	Early access + Founding Grower badge	450	\$4,050
Grower	\$29	1yr Pro + badge + seed packet — \$29 founding price (retail \$34.99)	380	\$11,020
Harvest	\$69	2yr Pro + seed packet + branded tote + name in credits	120	\$8,280
Community Farm	\$99	3yr Pro + seed packet + tote + cap + named Community Farm	65	\$6,435
TOTAL	Avg ~\$38		1,293 backers	\$49,206

At 1,070 backers and \$39,980 gross, the campaign reaches ~\$37,000 net of Kickstarter fees (8%). The \$45K goal requires an additional ~\$5K–\$8K from: (a) founder seed investment of \$5–10K already planned, or (b) pre-campaign friends-and-family revenue share commitments, or (c) overfunding from higher-than-modelled uptake on the \$149 and \$249 tiers. The model is conservative — Founding Beta and Founder's Lifetime tiers historically oversell in lifestyle campaigns.

Stretch Goal Architecture

The stretch goal ladder is rebuilt so each milestone is independently credible. Android at \$50K (original) implied it was almost guaranteed — it isn't. The new ladder gives backers achievable wins and protects delivery promises.

Goal	Unlocks	Rationale	Realistic?
\$45K	iOS MVP — full build funded. February 2028 delivery.	Covers Claude Code build (\$40–50K mid) + fees + buffer	Yes — base goal
\$65K	Advanced weather in v1.0 — hourly nudges, skip-watering, heatwave alerts	+\$8–12K for Tomorrow.io premium + additional dev time	Yes — 44% overfund
\$90K	Android development begins — full parity, targeting late 2028	Android adds ~\$15–25K. Realistic only with meaningful overfund.	Stretch — 100% overfund
\$120K	Recipe section in Year 1 — meals tied to your tracker	Content + dev. Requires dedicated resource.	Ambitious but fundable
\$175K	School curriculum development begins — K–8 seed-to-table program	Requires curriculum designer + pilot school partnerships	Aspirational

Important: Do not promise Android delivery in your Kickstarter copy unless the \$90K stretch is hit. Promising Android at \$50K then not hitting it creates backers who feel misled. Frame it as 'Android begins' not 'Android ships' and give a realistic 12-month window.

Section 02

Revised Build Cost Scenarios

Three paths to a shipped iOS app. The Claude Code path is the recommended approach given the founder's hands-on technical involvement and the build's React Native + Supabase stack. The hybrid path (Claude Code + part-time senior dev) is the realistic middle ground.

Component	Traditional (Agency/Freelance)	Claude Code + Dev Oversight	Hybrid (Recommended)
UX / Product Design	\$6,000–\$12,000	\$4,000–\$6,000	\$4,000–\$6,000
iOS app (all 6 screens)	\$18,000–\$30,000	\$6,000–\$10,000	\$7,000–\$11,000
Backend / Supabase	\$8,000–\$14,000	\$3,000–\$5,000	\$3,500–\$5,500
Plant database (75 crops)	\$3,000–\$6,000	\$800–\$1,500	\$1,000–\$2,000
Weather + notifications	\$2,500–\$5,000	\$1,200–\$2,000	\$1,500–\$2,500
Community feed	\$6,000–\$10,000	\$3,500–\$6,000	\$4,000–\$7,000
RevenueCat subscriptions	\$1,500–\$2,500	\$600–\$1,000	\$800–\$1,200
QA & device testing	\$3,000–\$5,000	\$3,000–\$5,000	\$3,000–\$5,000
App Store submission	\$500–\$1,000	\$500–\$1,000	\$500–\$1,000
Dev oversight / arch review	\$5,000–\$8,000	\$13,500–\$18,000	\$10,000–\$14,000
Claude Code subscription	—	\$300–\$800	\$300–\$600
Project mgmt / contingency	\$5,000–\$8,000	Included above	\$2,000–\$3,000
TOTAL RANGE	\$53,500–\$93,500	\$36,400–\$56,300	\$37,600–\$58,800
TARGET / BUDGET	\$65–75K	\$40–50K	\$42–50K

Recommendation

Use the Hybrid path. Claude Code generates the majority of the codebase. A senior React Native developer (\$85–100/hr) works 100–150 hours on architecture review, device testing, RevenueCat integration, and App Store submission. This gives you AI speed with human quality control on the parts that matter most.

Lock in the developer before the Kickstarter ends. The worst outcome is Kickstarter funding in November, then spending 6 weeks finding a developer in December, starting build in January, and missing February delivery. Identify and informally commit your developer now, before the campaign launches.

Budget \$42–48K and treat anything above as contingency. The hybrid build can be done for \$42K with discipline. Keep \$3–5K in reserve for App Store rejection re-submissions, unexpected API costs, and the QA sprint that always takes longer than expected.

Section 03

Realistic Year 1 Projections

Year 1 runs from app launch (February 2028) through December 2028. The revised base case uses 7,000 downloads — honest for an organic + Kickstarter community launch without a breakout moment. The optimistic case (15,000) requires either significant press coverage, a viral moment, or the moderate paid marketing scenario.

Key Assumptions

Assumption	Conservative	Base	Optimistic	Source
Annual subscription price	\$34.99	\$34.99	\$34.99	Matches Planta; premium to GrowVeg by \$5
Monthly subscription price	\$6.99	\$6.99	\$6.99	58% premium to annual; Planta charges \$7.99/mo
Monthly subscriber mix	15%	20%	25%	% of Pro subs choosing monthly; industry ~20%
Free-to-Pro conversion	2%	4%	6%	Freemium median 2.18%; good apps 4–7%
Annual sub retention (yr1)	50%	60%	70%	RevenueCat 2025 benchmarks
App Store take rate	30%	30%	15%	30% yr1; 15% thereafter (small biz)
Year 1 downloads	4,500	7,000	15,000	Kickstarter community + organic ASO
Day-30 MAU rate	25%	35%	50%	Lifestyle app benchmarks; plant targets 35%+
Kickstarter net (of fees)	\$37,000	\$37,000	\$37,000	\$45K gross less 8% fees
Founder seed investment	\$5,000	\$7,500	\$10,000	Self-funded pre-Kickstarter + gap fund

Year 1 Profit & Loss — Three Scenarios

	Conservative	Base Case	Optimistic
Downloads (Year 1)	4,500	7,000	15,000
Pro subscribers at year end	90	280	900
Subscription revenue (net Apple)	\$2,856	\$8,775	\$26,720
Kickstarter net	\$45,270	\$45,270	\$45,270
Founder seed investment	\$5,000	\$7,500	\$10,000
TOTAL GROSS INCOME	\$44,856	\$53,275	\$74,220

Build cost (hybrid)	(\$45,000)	(\$45,000)	(\$45,000)
Running costs (infrastructure)	(\$12,000)	(\$15,000)	(\$18,000)
Marketing (lean)	(\$6,000)	(\$8,000)	(\$12,000)
Merch fulfilment (Kickstarter)	(\$21,000)	(\$21,000)	(\$21,000)
TOTAL COSTS	(\$71,000)	(\$76,000)	(\$83,000)
NET YEAR 1	(\$30,874)	(\$27,455)	(\$14,010)
Cash position (end Yr1)	See note	See note	See note

Note on cash position: Year 1 shows a net loss in all scenarios because the build cost is expensed in Year 1. This is expected and planned. The Kickstarter + founder investment covers the build. The net loss does not mean a cash crisis — it means the business is pre-revenue while subscribers accumulate. Year 2 flips to cash-flow positive in the base case. Merch fulfilment cost (~\$8K) covers seed packets, totes, caps, trowels, and sweatshirts at realistic unit costs (\$4–6 seeds, \$8–12 tote, \$14–18 cap, \$18–24 trowel, \$22–30 sweatshirt) for the modelled backer mix.

Section 04

Investor Payment Cash Flow Analysis

This section models the most important risk in the current financial structure: the period between app launch (February 2028) and reaching \$5,000 MRR (~167 annual subscribers). In this window, running costs must be covered while investor payments have not yet begun. Once payments begin, they run concurrently with growing subscription revenue.

When Does \$5,000 MRR Trigger?

Scenario	Subscribers Needed	Estimated Month	Revenue at Trigger
Conservative (2% conv, 4,500 DL)	~135 total subscribers	Month 14–16 post-launch	~\$5,000/mo gross
Base case (4% conv, 7,000 DL)	~135 total subscribers	Month 8–10 post-launch	~\$5,000/mo gross
Optimistic (6% conv, 15,000 DL)	~135 total subscribers	Month 4–6 post-launch	~\$5,000/mo gross
Backstop clause	Regardless of MRR	Month 6 post-launch (Aug 2027)	Payments begin regardless

Monthly Cash Flow — Base Case (Months 1–18 post-launch)

Assumes: \$45K Kickstarter net received November 2027. Build starts December 2028. App launches February 2028. Two investors: one \$5K/24mo and one \$10K/24mo. Payments begin August 2028 (6-month backstop).

Month	Date	Subscribers	Sub Revenue	Running Cost	Investor Pymts	Net Cash Flow	Cumul. Position
Pre-launch	Nov–Jan	0	\$0	(\$3,000)	\$0	(\$3,000)	Start: \$52,500
M1	Feb 2027	28	\$700	(\$1,250)	\$0	(\$550)	\$48,950
M2	Mar 2027	84	\$2,100	(\$1,250)	\$0	\$850	\$49,800
M3	Apr 2027	168	\$4,200	(\$1,250)	\$0	\$2,950	\$52,750
M4	May 2027	210	\$5,250	(\$1,250)	\$0	\$4,000	\$56,750
M5	Jun 2027	238	\$5,950	(\$1,250)	\$0	\$4,700	\$61,450
M6	Jul 2028	252	\$6,300	(\$1,500)	\$0	\$4,800	\$66,250
M7	Aug 2027	266	\$6,650	(\$1,500)	(\$1,250)	\$3,900	\$70,150
M8	Sep 2028	280	\$7,000	(\$1,500)	(\$1,250)	\$4,250	\$74,400
M9	Oct 2028	294	\$7,350	(\$1,500)	(\$1,250)	\$4,600	\$79,000
M10	Nov 2028	308	\$7,700	(\$1,500)	(\$1,250)	\$4,950	\$83,950
M11	Dec 2027	322	\$8,050	(\$1,750)	(\$1,250)	\$5,050	\$89,000
M12	Jan 2029	336	\$8,400	(\$1,750)	(\$1,250)	\$5,400	\$94,400

Key observations from the cash flow model:

- The business stays cash-positive throughout this period because the Kickstarter + founder investment covers the build, leaving operating cash intact from launch.
- Investor payments of \$1,250/month (two investors at \$5K and \$10K/24mo blended) are manageable against Month 7+ subscription revenue. They do not create a crisis.
- The real risk is the conservative scenario: if downloads stay at 4,500 and conversion at 2%, the business reaches the backstop payment trigger (Month 6) with only ~\$700/mo in subscription revenue. Payments then exceed subscription revenue for several months. This is why the founder seed investment and conservative running costs are critical in Year 1.
- Mitigation: limit total investor commitments in the 12-month tier to \$15,000 maximum. This caps quarterly payments at ~\$1,625/qtr (\$541/mo) — manageable even in the conservative scenario.

Section 05

Year 3 & Year 5 Projections

Year 3 (2029) is the self-sustaining milestone: subscription revenue covers running costs including a small team. Year 5 (2032) is when the platform vision begins contributing meaningful secondary revenue — curriculum licensing, marketplace fees, potential retail.

Metric	Year 3 — Conservative	Year 3 — Base	Year 5 — Base	Year 5 — Optimistic
Cumulative downloads	55,000	85,000	250,000	450,000
Pro subscribers (yr end)	1,800	3,200	9,500	18,000
Annual sub revenue (net)	\$65,842	\$113,174	\$348,743	\$661,200
Ad revenue (free users)	\$9,000	\$16,000	\$60,000	\$120,000
Curriculum licensing	\$0	\$0	\$20,000	\$40,000
Marketplace / other	\$0	\$0	\$12,000	\$30,000
TOTAL REVENUE	\$74,842	\$129,174	\$440,743	\$903,200
Running costs (team+infra)	(\$55,000)	(\$72,000)	(\$190,000)	(\$240,000)
Marketing spend	(\$8,000)	(\$12,000)	(\$20,000)	(\$40,000)
Investor payments (residual)	(\$5,000)	(\$5,000)	\$0	\$0
NET	(\$16,106)	\$3,704	\$110,618	\$343,620

Year 3 Notes

The conservative Year 3 scenario still shows a small net loss because running costs scale with team growth before revenue catches up. This is the critical hire decision point: do not hire a full-time employee until you have 2,500+ Pro subscribers. Use contractors and part-time until then. The base case crosses profitability at Year 3 with ~3,200 subscribers — this is the sustainable baseline.

Year 5 Revenue Diversification

By Year 5, the business should not be entirely dependent on subscriptions. Three secondary revenue streams become meaningful: ad revenue from the free user base (CPM \$3–5 on food/gardening content), curriculum licensing to school districts (\$500–2,000/school/year for the K–8 program), and small marketplace transaction fees from the produce ratings and land matching features. None of these requires a major product pivot — they are natural extensions of the community infrastructure already being built.

Section 06

Marketing Budget Scenarios

The founder's professional cinema production equipment eliminates \$25–75K in content creation costs annually. This is the most significant structural marketing advantage plant has over any funded competitor. Every scenario below assumes zero production cost — all cash goes to reach, not content.

Scenario	Annual Budget	Channels	Add'l Downloads Yr1	Add'l Subs Yr1	Payback Period
Organic only	\$0	ASO + word of mouth + Kickstarter community	0	0	N/A
Lean (recommended)	\$6–10K	TikTok organic, 2–3 micro-influencers/mo, email	+2,000–4,000	+80–160	10–14 mo
Founder Production	\$6–10K cash + \$25–75K value	Same as lean but with cinematic content that punches like moderate spend	+4,000–10,000	+160–400	8–12 mo
Moderate	\$22–30K	Meta + TikTok paid + 4–6 influencers + content	+8,000–14,000	+320–560	14–18 mo
Aggressive	\$60–80K	Full paid: Meta + TikTok + macro influencers + PR	+20,000–40,000	+800–1,600	18–24 mo

Recommendation: Launch with the Founder Production scenario — lean cash spend with cinema-quality content output. Batch 2–3 shoot days per quarter. Target micro-influencers in the homestead/food-growing niche (10K–100K followers, \$300–600/post). February/March pre-spring and September/October pre-planning are your two highest-intent windows for paid spend. Save paid budget for those windows.

Channel Priority & Timing

Channel	Start When	Target CAC	Best Content	Note
TikTok organic	Now (pre-launch)	\$0	Garden fails, harvests, before/after	Builds list for Kickstarter

Email / Netlify list	Now	\$0.10–0.50	Growing guides, zone tips	30–40% of KS funding on Day 1
Micro-influencers	2 months pre-KS	\$0.75–2.00	Authentic unboxing, app demo	Gardening/homestead creators
Meta paid	App launch Feb 2027	\$2–4	Traffic light explainer, harvest reveal	Feb–Mar window only at first
Content / SEO	Now (long game)	~\$0	Zone guides, 'when to plant X'	12–18 mo to compound; start now
ASO	Before launch	\$0	Screenshots, preview video	Traffic light = visual hook

Section 07

Path to Profitability & Key Decisions

01

Now → October 2027

Pre-launch infrastructure

- Build email list to 1,000+ via the plant website + social
- Identify and informally commit senior React Native developer
- Begin Claude Code build on core screens (don't wait for Kickstarter)
- Start TikTok/Instagram content — 3–4 posts/week minimum
- Lock in 2–3 micro-influencer partners for Kickstarter launch amplification
- Design and sample merch (lead times: 6–8 weeks for quality goods)

02

October 2027

Kickstarter launch

- Target: \$45K in 30 days. Day 1 email blast is critical — 30–40% of funding arrives in 48hrs
- Run 30-day campaign, close November 2027
- Immediately formalize friends-and-family revenue share agreements
- Confirm developer on retainer — build starts November 2027

03

November 2027 → February 2028

Build & beta

- 14-week build: Claude Code + dev oversight
- TestFlight beta with Kickstarter backers from January 2028
- App Store submission February 1, targeting February 14 launch (Valentine's Day — gardeners plan)
- Merch production in parallel — deliver with app launch window

04

February 2028 → December 2028

Year 1 — grow to 280 Pro subscribers

- February: App Store launch + Kickstarter fulfilment
- March: First paid acquisition burst (pre-spring planting season)
- Q2: First full growing season — focus on harvest journal completion rate
- Q3: Off-season content push — planning tools, seed wishlists, community activity
- Q4: Renewal campaign for first annual subscribers (critical retention moment)
- Target by December: 7,000 downloads, 280 Pro subs (80% annual / 20% monthly), \$8,775 revenue

05

2028 — Year 2

Android + recipes + break-even

- Android launch if \$90K stretch hit, otherwise defer to Year 2 fundraiser
- Recipe section live Q2 2028
- Produce ratings system in beta
- Target: break-even on monthly cash flow
- Hire first part-time community manager (contractor, not employee)

06

2029 — Year 3

Self-sustaining

- 3,200 Pro subscribers = \$76K annual subscription revenue
- Running costs + small team covered by revenue
- Land matching in closed beta in 2–3 pilot cities
- School curriculum in pilot with 3–5 partner schools
- Begin formal investor conversations for Series A or growth debt

The business is viable at the base case. It is not a guaranteed outcome — no startup is. The risk is not in the product or the market. The risk is in execution speed, download velocity in Year 1, and the off-season retention problem every gardening app faces. Build the off-season features before you need them. Keep investor obligations small in Year 1. Start the build before the Kickstarter ends.

plant · Financial Projections v2 · Confidential · March 2026 · All figures are projections based on industry benchmarks. Not guarantees of performance.