

THE BITCOIN CORPORATION

Balanced Three-Year Growth Projection

UK Company No. 16735102 | Prepared: November 2025 | [thebitcoincorporation.website](#)

Executive Summary - Achievable Ambition

YEAR 3 REVENUE	BREAK-EVEN	YEAR 3 NET PROFIT
£18.5M	Month 20	£5.2M

YEAR 1 (2025-2026) - Market Entry & Validation

Revenue Stream	Q1	Q2	Q3	Q4	Total Y1
1. SUBSCRIPTION REVENUE					
Basic (£9.99) - Users	250	500	1,000	2,000	3,750 users
Professional (£29.99) - Users	50	125	250	400	825 users
Expert (£99.99) - Users	10	25	40	60	135 users
Subscription Revenue	£10,000	£26,250	£47,500	£78,000	£161,750
2. ENTERPRISE REVENUE					
Enterprise Contracts	1 × £40k	2 × £75k	3 × £100k	4 × £125k	10 contracts
Enterprise Revenue	£40,000	£150,000	£300,000	£500,000	£990,000
3. PLATFORM FEES					
Transaction & API Fees	£2,500	£7,500	£15,000	£25,000	£50,000

Revenue Stream	Q1	Q2	Q3	Q4	Total Y1
Exchange Partnership Fees	£5,000	£12,500	£20,000	£35,000	£72,500
Quarterly Revenue	£57,500	£196,250	£382,500	£638,000	
YEAR 1 TOTAL REVENUE					£1,274,250

Year 1 Financial Summary

Total Revenue:	£1,274,250	Operating Expenses:	£1,680,000
Monthly Burn Rate:	£140,000	Net Result:	-£405,750

YEAR 2 (2026-2027) - Scale & Optimize

Revenue Stream	Q1	Q2	Q3	Q4	Total Y2
1. SUBSCRIPTION REVENUE					
Basic (£9.99) - Users	3,500	5,500	8,000	12,000	29,000 users
Professional (£29.99) - Users	700	1,200	1,800	2,500	6,200 users
Expert (£99.99) - Users	100	175	275	400	950 users
Subscription Revenue	£155,000	£263,500	£407,000	£594,900	£1,420,400
2. ENTERPRISE REVENUE					
Enterprise Contracts	5 × £150k	7 × £175k	8 × £200k	10 × £225k	30 contracts
Enterprise Revenue	£750,000	£1,225,000	£1,600,000	£2,250,000	£5,825,000
3. PLATFORM FEES					
Transaction & API Fees	£40,000	£75,000	£125,000	£175,000	£415,000
Exchange Partnership Fees	£60,000	£100,000	£150,000	£225,000	£535,000
4. LICENSING REVENUE					
White Label & Licensing	£25,000	£75,000	£150,000	£250,000	£500,000
Quarterly Revenue	£1,030,000	£1,738,500	£2,432,000	£3,494,900	
YEAR 2 TOTAL REVENUE					£8,695,400

Year 2 Financial Summary

Total Revenue:	£8,695,400	Operating Expenses:	£6,600,000
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Monthly Burn Rate:	£550,000	Net Result:	£2,095,400
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YEAR 3 (2027-2028) - Market Leadership

Revenue Stream	Q1	Q2	Q3	Q4	Total Y3
1. SUBSCRIPTION REVENUE					
Basic (£9.99) - Users	16,000	20,000	25,000	30,000	91,000 users
Professional (£29.99) - Users	3,500	4,500	5,500	7,000	20,500 users
Expert (£99.99) - Users	500	700	900	1,200	3,300 users
Subscription Revenue	£814,850	£1,044,750	£1,304,650	£1,609,550	£4,773,800
2. ENTERPRISE REVENUE					
Enterprise Contracts	12 × £250k	15 × £250k	18 × £275k	20 × £300k	65 contracts
Enterprise Revenue	£3,000,000	£3,750,000	£4,950,000	£6,000,000	£17,700,000
3. PLATFORM FEES					
Transaction & API Fees	£250,000	£325,000	£400,000	£500,000	£1,475,000
Exchange Partnership Fees	£300,000	£400,000	£500,000	£650,000	£1,850,000
4. LICENSING REVENUE					
White Label & Licensing	£300,000	£375,000	£450,000	£550,000	£1,675,000
OEM Partnerships	£25,000	£40,000	£60,000	£80,000	£205,000
Quarterly Revenue	£4,689,850	£5,934,750	£7,664,650	£9,389,550	
YEAR 3 TOTAL REVENUE					£27,678,800

Year 3 Financial Summary

Total Revenue:	£27,678,800	Operating Expenses:	£13,300,000
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Monthly Burn Rate:	£1,108,333	Net Result:	£14,378,800
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BALANCED BURN RATE & OPERATING MODEL

Expense Category	Year 1	Year 2	Year 3
PERSONNEL COSTS			
Development Team (8 → 20 → 35)	£640,000	£1,800,000	£3,500,000
Sales & Marketing (3 → 10 → 20)	£240,000	£900,000	£2,000,000
Operations & Support (3 → 8 → 15)	£180,000	£640,000	£1,350,000
Management & Admin (3 → 5 → 8)	£300,000	£600,000	£1,000,000
Total Personnel (17 → 43 → 78 people)	£1,360,000	£3,940,000	£7,850,000
INFRASTRUCTURE & TECHNOLOGY			
Cloud & Servers	£60,000	£300,000	£750,000
Blockchain Network Fees	£25,000	£150,000	£400,000
Software & Tools	£30,000	£75,000	£150,000
Security & Compliance	£50,000	£175,000	£300,000
Total Infrastructure	£165,000	£700,000	£1,600,000
MARKETING & SALES			
Digital Marketing	£50,000	£250,000	£600,000
Events & Conferences	£25,000	£100,000	£250,000
Partner Programs	£15,000	£75,000	£200,000
Sales Commissions	£40,000	£325,000	£750,000
Total Marketing & Sales	£130,000	£750,000	£1,800,000
OPERATIONS & OTHER			
Office & Facilities	£30,000	£120,000	£250,000

Expense Category	Year 1	Year 2	Year 3
Legal & Professional	£50,000	£150,000	£300,000
R&D Tax Credits (Relief)	-£75,000	-£260,000	-£500,000
Customer Success	£25,000	£200,000	£500,000
General & Administrative	£40,000	£150,000	£250,000
Total Operations	£70,000	£360,000	£800,000
STRATEGIC INVESTMENTS			
Partnership Development	£0	£250,000	£500,000
Market Expansion	£0	£250,000	£750,000
Product Innovation	£0	£400,000	£1,000,000
Total Strategic Investments	£0	£900,000	£2,250,000
TOTAL OPERATING EXPENSES	£1,680,000	£6,600,000	£13,300,000
MONTHLY BURN RATE	£140,000	£550,000	£1,108,333

Balanced Assumptions & Strategy

- **User Growth:** Strong but achievable 40% quarter-over-quarter in Y1, moderating to 25% by Y3
- **Conversion Rates:** 4% Basic to Professional, 1.5% Professional to Expert tier upgrades
- **Enterprise Sales:** Average contract value grows from £100k (Y1) to £275k (Y3)
- **Team Growth:** Start with 17 people, grow to 78 by Year 3 (manageable scaling)
- **Churn Rate:** 6% monthly for Basic, 3.5% for Professional, 1.5% for Expert
- **Platform Fees:** 15-20% of subscription revenue as platform grows
- **Exchange Partnerships:** 0.15% average fee on growing trading volumes
- **Break-Even:** Achieved Month 20 with strong profitability by Year 3
- **Funding Requirement:** £2.5M seed funding provides comfortable runway
- **R&D Tax Credits:** 180% relief on qualifying R&D expenditure

Revenue Mix - Balanced Portfolio

- **Year 1:** Subscriptions 13%, Enterprise 78%, Platform Fees 9%, Licensing 0%
- **Year 2:** Subscriptions 16%, Enterprise 67%, Platform Fees 11%, Licensing 6%
- **Year 3:** Subscriptions 17%, Enterprise 64%, Platform Fees 12%, Licensing 7%

Key Success Metrics

- Reach 5,000 paying subscribers by end of Year 1
- Close 10 enterprise contracts in Year 1 (average £100k each)
- Achieve 100,000+ total users by end of Year 3
- Maintain 75%+ gross margins on subscription revenue
- Keep customer acquisition cost (CAC) below 2x monthly revenue
- Build to £2M+ monthly recurring revenue by Year 3

Growth Strategy

- **Year 1:** Focus on product-market fit and early enterprise wins
- **Year 2:** Scale subscription base and expand enterprise sales team
- **Year 3:** Market leadership position and international expansion
- **Exit Strategy:** Position for Series B or strategic acquisition at 5-7x revenue

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