

BAU Farm Intelligence

Financial model — 3-year projection

Base, Bull, and Bear scenarios with unit economics and KPI summary.

REPRESENTATIVE PROJECTION · BOTTOMS-UP

Assumptions by scenario

Driver	Base	Bull	Bear
Starting paid acres (Yr0)	1,500	1,500	1,500
Acre growth — Yr1	180.0%	240.0%	110.0%
Acre growth — Yr2	150.0%	200.0%	80.0%
Acre growth — Yr3	110.0%	160.0%	50.0%
Net revenue retention	108.0%	115.0%	98.0%
ARPU per acre (Yr1)	\$38	\$44	\$32
Gross margin %	78.0%	82.0%	70.0%
S&M — Yr1	\$420,000	\$520,000	\$320,000
S&M growth per year	35.0%	45.0%	20.0%
R&D avg heads — Yr1	6	8	4
R&D headcount growth	30.0%	45.0%	10.0%
Cost per R&D head	\$165,000	\$175,000	\$150,000
G&A — Yr1	\$240,000	\$280,000	\$200,000
G&A growth per year	20.0%	25.0%	10.0%
CAC per new acre	\$22	\$18	\$30
Logo gross churn	6.0%	4.0%	12.0%

All Active values flow from these inputs in the .xlsx via the Scenario toggle.

Base scenario — projection

	Yr 1	Yr 2	Yr 3
Ending paid acres	4,200	10,500	22,050
Avg paid acres	2,850	7,350	16,275
ARPU per acre	\$38	\$41	\$44
Revenue	\$108,300	\$301,644	\$721,360
COGS	(\$23,826)	(\$66,362)	(\$158,699)
Gross profit	\$84,474	\$235,282	\$562,661
Gross margin %	78.0%	78.0%	78.0%
Sales & marketing	(\$420,000)	(\$567,000)	(\$765,450)
R&D	(\$990,000)	(\$1,287,000)	(\$1,673,100)
G&A	(\$240,000)	(\$288,000)	(\$345,600)
EBITDA	(\$1,565,526)	(\$1,906,718)	(\$2,221,489)
EBITDA margin %	-1445.5%	-632.1%	-308.0%

Unit economics		Headline KPIs	
ARPU per acre	\$38	Yr1 revenue	\$108,300
GP per acre / yr	\$30	Yr3 revenue	\$721,360
Avg customer life	16.7 yrs	Yr1→Yr3 CAGR	158.1%
LTV per acre	\$494	Yr3 EBITDA	(\$2,221,489)
CAC per new acre	\$22	Yr3 EBITDA margin	-308.0%
LTV / CAC	22.45x	Yr3 paid acres	22,050
CAC payback	8.9 mo		

Bull scenario — projection

	Yr 1	Yr 2	Yr 3
Ending paid acres	5,100	15,300	39,780
Avg paid acres	3,300	10,200	27,540
ARPU per acre	\$44	\$51	\$58
Revenue	\$145,200	\$516,120	\$1,602,553
COGS	(\$26,136)	(\$92,902)	(\$288,459)
Gross profit	\$119,064	\$423,218	\$1,314,093
Gross margin %	82.0%	82.0%	82.0%
Sales & marketing	(\$520,000)	(\$754,000)	(\$1,093,300)
R&D	(\$1,400,000)	(\$2,030,000)	(\$2,943,500)
G&A	(\$280,000)	(\$350,000)	(\$437,500)
EBITDA	(\$2,080,936)	(\$2,710,782)	(\$3,160,207)
EBITDA margin %	-1433.2%	-525.2%	-197.2%

Unit economics		Headline KPIs	
ARPU per acre	\$44	Yr1 revenue	\$145,200
GP per acre / yr	\$36	Yr3 revenue	\$1,602,553
Avg customer life	25.0 yrs	Yr1→Yr3 CAGR	232.2%
LTV per acre	\$902	Yr3 EBITDA	(\$3,160,207)
CAC per new acre	\$18	Yr3 EBITDA margin	-197.2%
LTV / CAC	50.11x	Yr3 paid acres	39,780
CAC payback	6.0 mo		

Bear scenario — projection

	Yr 1	Yr 2	Yr 3
Ending paid acres	3,150	5,670	8,505
Avg paid acres	2,325	4,410	7,088
ARPU per acre	\$32	\$31	\$31
Revenue	\$74,400	\$138,298	\$217,819
COGS	(\$22,320)	(\$41,489)	(\$65,346)
Gross profit	\$52,080	\$96,808	\$152,473
Gross margin %	70.0%	70.0%	70.0%
Sales & marketing	(\$320,000)	(\$384,000)	(\$460,800)
R&D	(\$600,000)	(\$660,000)	(\$726,000)
G&A	(\$200,000)	(\$220,000)	(\$242,000)
EBITDA	(\$1,067,920)	(\$1,167,192)	(\$1,276,327)
EBITDA margin %	-1435.4%	-844.0%	-586.0%

Unit economics		Headline KPIs	
ARPU per acre	\$32	Yr1 revenue	\$74,400
GP per acre / yr	\$22	Yr3 revenue	\$217,819
Avg customer life	8.3 yrs	Yr1→Yr3 CAGR	71.1%
LTV per acre	\$187	Yr3 EBITDA	(\$1,276,327)
CAC per new acre	\$30	Yr3 EBITDA margin	-586.0%
LTV / CAC	6.22x	Yr3 paid acres	8,505
CAC payback	16.1 mo		

Numbers are derived from the same drivers in the downloadable .xlsx model. Edit any input there to stress-test scenarios live.