

FamilyOS Pro Forma Appendix

Related source note: FamilyOS LivingOS Pro Forma v0

Purpose

This appendix gives investors a clear first-cut financial model for BreedLove Forever / FamilyOS. It is a planning model, not accounting advice. The purpose is to show the capital logic behind the recommended path:

\$500k–\$1M to prove Care Continuity, then \$1.5M–\$2.5M for MVP/seed.

Scenario overview

Scenario	Starting capital	Month 24 run-rate	24-mo revenue	24-mo expense	Strategic meaning
Lean proof	\$500,000	~\$65,000/mo	~\$1,050,000	~\$1,116,000	Validates wedge if spending stays disciplined
Credible MVP / seed	\$2,000,000	~\$150,000/mo	~\$3,900,000	~\$2,880,000	Best serious first operating plan
Platform / venture	\$6,500,000	~\$340,000/mo	~\$8,600,000	~\$6,240,000	Later expansion after proof

Lean proof — selected 24-month model

Month	Revenue	Expense	Net	Ending cash
1	\$0	\$28,000	-\$28,000	\$472,000
3	\$0	\$31,217	-\$31,217	\$411,565
6	\$10,000	\$36,043	-\$26,043	\$334,957
9	\$25,000	\$40,870	-\$15,870	\$280,652
12	\$40,000	\$45,696	-\$5,696	\$261,826
15	\$55,000	\$50,522	\$4,478	\$265,478
18	\$70,000	\$55,348	\$14,652	\$299,609
21	\$90,000	\$60,174	\$29,826	\$373,217
24	\$112,500	\$65,000	\$47,500	\$488,000

MVP/seed — selected 24-month model

Month	Revenue	Expense	Net	Ending cash
1	\$0	\$90,000	-\$90,000	\$1,910,000
3	\$0	\$95,217	-\$95,217	\$1,722,174
6	\$35,000	\$103,043	-\$68,043	\$1,525,870
9	\$80,000	\$110,870	-\$30,870	\$1,408,261
12	\$125,000	\$118,696	\$6,304	\$1,402,826
15	\$170,000	\$126,522	\$43,478	\$1,508,870
18	\$215,000	\$134,348	\$80,652	\$1,726,478
21	\$270,000	\$142,174	\$127,826	\$2,066,739
24	\$330,000	\$150,000	\$180,000	\$2,591,000

Platform — selected 24-month model

Month	Revenue	Expense	Net	Ending cash
1	\$0	\$180,000	-\$180,000	\$6,320,000
3	\$0	\$193,913	-\$193,913	\$5,938,261
6	\$75,000	\$214,783	-\$139,783	\$5,472,174
9	\$160,000	\$235,652	-\$75,652	\$5,224,348
12	\$250,000	\$256,522	-\$6,522	\$5,182,609
15	\$370,000	\$277,391	\$92,609	\$5,400,435
18	\$505,000	\$298,261	\$206,739	\$5,947,826
21	\$670,000	\$319,130	\$350,870	\$6,894,783
24	\$850,000	\$340,000	\$510,000	\$8,313,000

Breakeven customer math

ARPA / month	Lean \$65k burn	MVP \$150k burn	Platform \$340k burn
\$25	2,600 customers	6,000 customers	13,600 customers
\$49	1,327 customers	3,062 customers	6,939 customers
\$99	657 customers	1,516 customers	3,435 customers
\$199	327 customers	754 customers	1,709 customers
\$499	131 customers	301 customers	682 customers
\$999	66 customers	151 customers	341 customers

Conclusion: low-price consumer subscriptions should not carry the first phase. Paid pilots and premium/high-touch packages are more credible.

Pilot revenue math

Revenue target	\$10k pilots	\$25k pilots	\$50k pilots	\$100k strategic pilots
\$250,000	25	10	5	3
\$500,000	50	20	10	5
\$1,000,000	100	40	20	10
\$2,000,000	200	80	40	20

Capital-use model

VISUAL FLOW / DIAGRAM BLUEPRINT

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pie title Initial $500k-$1M Use of Funds
  "Product + engineering" : 35
  "Pilot operations" : 20
  "Privacy/security/legal" : 15
  "Design/UX/customer discovery" : 10
  "Go-to-market" : 10
  "Admin/reserve" : 10
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First 12-month capital target

Source	Target
Non-dilutive grants/prizes	\$100k-\$300k
Paid pilots	\$150k-\$500k
High-touch beta families	\$25k-\$100k
Strategic angel/family office	\$250k-\$750k
Total target	\$500k-\$1M

Milestone-gated capital logic

VISUAL FLOW / DIAGRAM BLUEPRINT

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flowchart TD
  A["$0-$25k: prototype"] --> B["$100k-$500k: pilot-ready proof"]
  B --> C["$500k-$1M: Care Continuity validation"]
  C --> D["$1.5M-$2.5M: MVP/seed"]
  D --> E["$5M-$7M+: platform expansion"]
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Investor diligence notes

Before external use, validate:

- actual pilot pricing and willingness to pay
- customer acquisition path
- privacy/legal review
- gross margin assumptions
- founder/team compensation
- engineering cost estimates
- non-dilutive funding eligibility
- medical/regulatory boundary language

Investor-draft strategic material. Financials are planning estimates pending pilot validation, legal/privacy review, and accountant review.