



THE OAKWORTH GROUP

-Strategic Financial Modeling & Advisory

Startup Metrics Module - Instruction Manual

Important Notice

This Startup Metrics Module is a generic financial and operational tool developed for educational and evaluation purposes. It is not intended to constitute financial, investment, or strategic advisory, nor is it tailored to any specific business, industry, or operating context.

All outputs generated by the model are indicative in nature and should be interpreted as directional insights rather than definitive conclusions. While the framework reflects standard financial modelling logic, it does not capture the full complexity of real-world business environments.

The Oakworth Group assumes no responsibility for any decisions, actions, or outcomes resulting from the use of this model. Users are strongly encouraged to seek professional advice for case-specific analysis and decision-making.

Overview

The Startup Metrics Module (Starter Version) is designed to provide early-stage founders and operators with a structured understanding of core business metrics. It enables users to forecast growth, evaluate unit economics, and assess financial sustainability through a simplified and intuitive framework.

The module is intentionally developed to balance clarity and usability with analytical depth. It serves as both an introduction to structured financial thinking and a practical tool for exploring key business drivers in a controlled environment.

How the Model Works

The model is built on a structured flow of assumptions and calculations, combining user growth, revenue generation, cost behavior, and financial outputs into a cohesive framework.

User Growth and Retention

The model begins with user-based forecasting, where growth is driven by new user acquisition and adjusted for churn. Active users evolve dynamically over time based on additions and attrition, forming the foundation for all subsequent calculations.

Revenue Generation

Revenue is derived from active users and monetization assumptions. Monthly recurring revenue is calculated through the interaction of user base and pricing, while annual recurring revenue provides a forward-looking view of scale.

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Cost and Acquisition Logic

Customer acquisition is modeled using cost per acquisition assumptions, allowing users to evaluate the relationship between growth and spend. This provides visibility into the financial effort required to sustain expansion.

Unit Economics

The model evaluates core efficiency metrics through lifetime value and acquisition cost relationships. These metrics provide insight into the sustainability and scalability of the business model under current assumptions.

Profitability and Burn

Operating performance is reflected through simplified profitability measures, including net burn and EBITDA. These outputs highlight the balance between revenue generation and cost structure.

Time-Based Forecasting

All calculations are projected on a monthly basis, enabling users to observe how growth, revenue, and costs evolve over time under consistent assumptions.

The model applies simplified, linear logic to ensure usability and clarity. It does not incorporate complex financial structures, non-linear scaling effects, or industry-specific adjustments.

What This Module Covers

- The module provides coverage across key financial and operational areas relevant to early-stage businesses.
- User and Growth Metrics include total users, new user additions, churned users, and active users, offering visibility into growth dynamics.
- Revenue Metrics include monthly recurring revenue, annual recurring revenue, and average revenue per user, providing insight into monetization and scale.
- Cost and Expense Metrics include customer acquisition cost, total acquisition spend, and basic operating expenses, enabling analysis of cost structure and efficiency.
- Profitability Metrics include net burn and simplified EBITDA, reflecting operating performance.
- Unit Economics include customer lifetime value and the LTV-to-CAC ratio, supporting evaluation of business sustainability.

Supported Business Models and Industries

The module is designed to be broadly applicable across common startup structures. It supports business models including B2B, B2C, and D2C, and is relevant across sectors such as software and SaaS, artificial intelligence, fintech, health technology, education technology, e-commerce, marketplaces, climate technology, deep technology, and consumer internet businesses.

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While widely applicable, the model remains generalized and should be adapted for industry-specific nuances in advanced use cases.

How to Use the Module

- The model is structured for ease of use while maintaining analytical integrity. Users begin by entering assumptions into designated input fields, typically highlighted for clarity. Select inputs may include dropdown options to guide standardized selections.
- Once inputs are provided, outputs are generated automatically and displayed within the model. These outputs should be reviewed with attention to growth trends, revenue scaling, burn rate, and unit economics efficiency.
- Users are advised to focus on interpreting patterns and relationships rather than relying on absolute figures. The model is most effective when used as a decision-support tool rather than a precise predictor.
- To maintain model integrity, formula-driven cells should not be modified. These are protected to ensure consistency and prevent calculation errors.

Model Integrity and Protection

The module is protected to preserve its structure and prevent unintended modifications. Editable fields are limited to input areas, while underlying calculations and logic remain secured. This ensures reliability and consistency in outputs.

Licensing and Usage

This module is provided for personal and evaluation use only. Commercial use, redistribution, resale, or modification of the model is not permitted without explicit authorization.

All intellectual property, including model structure, logic, and branding, remains the property of The Oakworth Group. Unauthorized reproduction or rebranding is strictly prohibited.

Disclaimer

This model operates on generalized assumptions and simplified logic. It does not account for all variables, market conditions, or operational complexities that may affect real-world outcomes.

Results produced by the model may differ materially from actual performance. The Oakworth Group does not accept liability for any financial or strategic decisions made based on this tool.

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Final Note

This module represents a foundational framework designed to introduce structured financial thinking and provide immediate clarity on key startup metrics.

Advanced applications may require more detailed modelling, including scenario analysis, multi-layer forecasting, industry-specific adjustments, and integrated financial statements. The Oakworth Group provides tailored financial modelling and advisory services for businesses seeking deeper analysis, strategic alignment, and investor-ready frameworks.

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