

STROOM LLC — Startup & Operating Budget

Confidential · Prepared for Investor Review · 2026

COLOUR CODING LEGEND

Blue text	Hardcoded inputs — change these for scenario analysis
Black text	Formulas and calculated values — do not hardcode
Green text	Cross-sheet links
Yellow fill	Key assumptions requiring attention

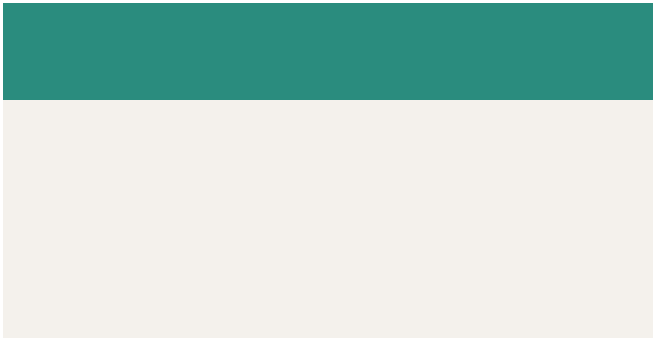
BUDGET SUMMARY

Category	Type	Year 1 Total (\$)	Year 2 Est. (\$)
ONE-TIME STARTUP COSTS			
Product Development	One-time	\$41,310	-
Brand Identity & Design	One-time	\$15,500	-
App Development (Mobile)	One-time	\$16,100	\$5,000
Legal & Entity Setup	One-time	\$1,800	\$2,000
Equipment & Office Setup	One-time	\$500	-
TOTAL STARTUP COSTS		\$75,210	\$7,000

RECURRING OPERATING COSTS

COGS — Physical Products	Recurring	\$30,000	\$112,000
Marketing & Advertising	Recurring	\$35,250	\$35,250
Operations & Fulfillment	Recurring	\$12,000	\$18,000
Software & Subscriptions	Recurring	\$3,600	\$3,600
Insurance & Compliance	Recurring	\$2,400	\$2,400
Contractor / Agency Support	Recurring	\$6,000	\$8,000
Working Capital Reserve	Buffer	\$15,000	\$15,000
TOTAL OPERATING COSTS (Y1)		\$104,250	\$194,250

TOTAL BUDGET (Startup + Ops Y1)	\$179,460	\$201,250
Seed Raise	\$300,000	
Implied Runway (months)	34.5 months	



Notes

Manufacturing, tooling, patent filings

\$15K agency — logo, packaging, website

iOS Capacitor build + App Store submission

IP filings, operating agreements

Minimal — home studio / remote

~46% blended COGS rate on product revenue

GTM plan: creator seeding, YouTube, Meta, retreats

ShipBob/3PL, Shopify, payment processing

Google Workspace, design tools, analytics — \$300/mo

Business liability — \$200/mo

Part-time content, customer support

Contingency — ~2 months runway buffer

Target raise — see investor deck slide 22

Total ops per month vs. seed raise

STROOM LLC — Startup Budget (One-Time Costs)

Costs incurred once to launch STROOM — not recurring after Year 1

CATEGORY	ITEM	VENDOR / METHOD	LOW EST. (\$)
PRODUCT DEVELOPMENT			
	Pivot Stands — tooling (4 molds)	China injection mold	\$6,000
	Pivot Stands — first production run (51	Weilin / HingTung	\$12,460
	Pour Tacks — tooling + first run (5K pa	Accio / Made-in-China	\$3,250
	Pour Pads — first production run (5K r	Alibaba / Rayson	\$5,000
	Packaging design & print setup	Atomix / local printer	\$2,000
	Shipping / customs — first inbound	Freight forwarder	\$2,500
	Inventory storage — first 3 months	ShipBob / 3PL	\$600
	USPTO — utility patent filing (Pivot St	Patent attorney	\$8,000
	USPTO — additional provisionals (3 pr	Patent attorney	\$1,500
PRODUCT DEVELOPMENT TOTAL			\$41,310
BRAND IDENTITY & DESIGN			
	Logo + visual identity system	Branding agency	\$10,000
	Website design + development	Agency / Squarespace	\$2,000
	Product photography	Photographer	\$1,500
	Launch content production	Agency at launch	\$2,000
BRAND IDENTITY TOTAL			\$15,500
APP DEVELOPMENT			
	iOS app build (Capacitor)	Freelance / agency	\$15,000
	App Store submission + setup	Apple / internal	\$100
	Pro tier infrastructure (backend)	Supabase / Firebase	\$500
	QA testing + beta	Internal / TestFlight	\$500
APP DEVELOPMENT TOTAL			\$16,100
LEGAL & ENTITY			
	Operating Agreement update / review	Attorney	\$500
	Trademark filing (STROOM brand)	USPTO	\$1,000
	Terms of service / privacy policy	Attorney / template	\$300
LEGAL TOTAL			\$1,800
EQUIPMENT & SETUP			
	Studio / home office setup	Various	\$500

Computer / hardware (if needed) *Apple / Dell*

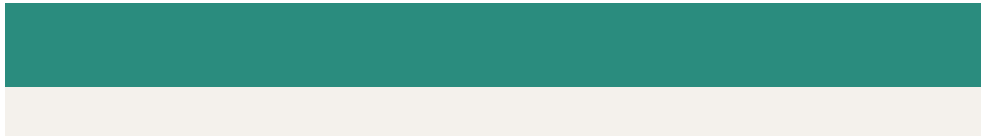
-

EQUIPMENT TOTAL

\$500

GRAND TOTAL — STARTUP

\$75,210



HIGH EST. (\$)	BUDGET (\$)	NOTES
\$20,000	\$8,000	Aluminum mold \$1.5K-\$3K x 4 variants. Source: JAYCON 2025
\$17,460	\$14,000	\$2.50-\$3.50/unit x 5K sets. COGS model basis
\$4,000	\$3,500	Mold \$150 + \$0.80/pack x 5K
\$7,000	\$6,000	\$1.00-\$1.40/roll material + converting
\$4,000	\$3,000	Branded boxes, insert cards, retail-ready
\$4,000	\$3,000	Sea freight China → US warehouse
\$1,200	\$900	\$200-\$400/mo while launching
\$15,000	\$10,000	Provisional already filed. 12-mo window for utility
\$3,000	\$2,000	Pour Tacks, Pour Pads, Mixer/Paddle provisionals
\$75,660	\$50,400	

\$20,000	\$15,000	Budget locked per investor deck. Full identity system
\$6,000	\$3,000	Shopify storefront + brand site
\$3,000	\$2,000	Hero shots, lifestyle, e-commerce imagery
\$5,000	\$3,000	Demo videos, social content — built with brand agency
\$34,000	\$23,000	

\$30,000	\$20,000	Near-complete web app → native iOS via Capacitor
\$300	\$200	Developer account \$99/yr + submission
\$2,000	\$1,000	Cloud storage, auth, sync for Pro subscribers
\$1,500	\$800	Beta program, bug fixes pre-launch
\$33,800	\$22,000	

\$1,500	\$750	Review for investor terms, any amendments
\$2,000	\$1,500	Word mark + logo mark applications
\$1,000	\$500	Website + app legal docs
\$4,500	\$2,750	

\$2,000	\$1,000	Minimal — remote-first operation
---------	---------	----------------------------------

\$2,000

\$500 Only if existing hardware insufficient

\$4,000

\$1,500

\$151,960

\$99,650 brand + \$25K app

vs. \$90K allocated in seed raise for product dev + \$15K

STROOM LLC — Operating Budget: Year 1 Monthly Detail

All figures in USD. Blue = hardcoded inputs. Black = formulas. Yellow = key assumptions.

CATEGORY	LINE ITEM	NOTES
Opening cash balance (seed - startup costs)		
	Pivot Stands sales	~1K customers yr; ramp from launch
	Pour Tacks sales	Consumable — monthly repeat
	Pour Pads sales	Bi-weekly repeat purchase
	STROOM Studio App	Free launch; Pro converts Q3+
	Experiential / Workshops	Begins Year 2
TOTAL REVENUE		
COST OF GOODS SOLD		
	Product COGS (~46% of product revenue)	Blended rate from unit economics
	Fulfillment / shipping	ShipBob — per-order cost
TOTAL COGS		
MARKETING & ADVERTISING		
	Creator seeding kits	\$7,750 — bulk in Q1 pre-launch
	YouTube advertising	\$1K/mo starting Q2, scale Q3-Q4
	Meta ads — app installs	\$500/mo starting Q3
	Retreat sponsorships	3-5 retreats; ~\$1,875 each avg
	Own channels (content prod.)	Ongoing social content
TOTAL MARKETING		
OPERATIONS		
	Shopify + payment processing	\$29/mo Shopify + 2.9% txn fees
	Software subscriptions	Google Workspace, design, analytics
	Insurance	Business liability \$200/mo
	Accounting / bookkeeping	\$150/mo freelance bookkeeper
	Miscellaneous / supplies	Samples, prototypes, incidentals
TOTAL OPERATIONS		
CONTRACTOR / AGENCY SUPPORT		
	Content / social media support	Part-time contractor from Q2
	Customer support (part-time)	Scales with order volume Q3+
TOTAL CONTRACTORS		

WORKING CAPITAL

Cash reserve / contingency

~\$1,250/mo buffer

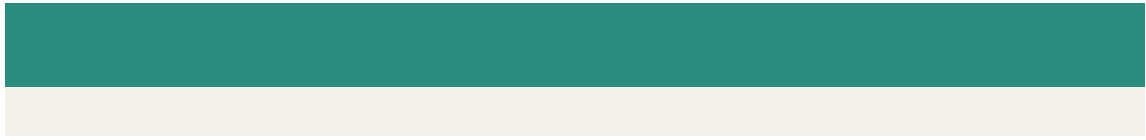
TOTAL WORKING CAPITAL

TOTAL OPERATING COSTS

NET CASH FLOW (Revenue - OpEx)

CUMULATIVE CASH POSITION

Starting balance = seed raise minus startup



Jan	Feb	Mar	Apr	May	Jun	Jul
-----	-----	-----	-----	-----	-----	-----

\$162,000						
-	-	\$1,500	\$2,500	\$3,000	\$3,000	\$3,000
-	-	\$500	\$750	\$1,000	\$1,000	\$1,250
-	-	\$750	\$1,000	\$1,500	\$1,500	\$2,000
-	-	-	-	-	\$500	\$750
-	-	-	-	-	-	-
-	-	\$2,750	\$4,250	\$5,500	\$6,000	\$7,000

-	-	\$1,265	\$1,955	\$2,530	\$2,530	\$3,013
-	-	\$200	\$350	\$450	\$450	\$550
-	-	\$1,465	\$2,305	\$2,980	\$2,980	\$3,563

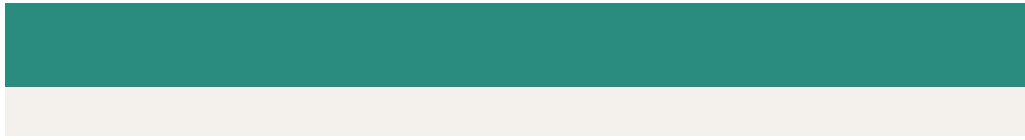
\$3,875	\$3,875	-	-	-	-	-
-	-	-	\$667	\$667	\$667	\$1,000
-	-	-	-	-	\$500	\$500
-	-	-	\$1,875	-	-	\$1,875
-	-	\$500	\$500	\$500	\$500	\$500
\$3,875	\$3,875	\$500	\$3,042	\$1,167	\$1,667	\$3,875

\$200	\$200	\$250	\$350	\$400	\$400	\$450
\$300	\$300	\$300	\$300	\$300	\$300	\$300
\$200	\$200	\$200	\$200	\$200	\$200	\$200
\$150	\$150	\$150	\$150	\$150	\$150	\$150
\$200	\$200	\$150	\$150	\$150	\$150	\$150
\$1,050	\$1,050	\$1,050	\$1,150	\$1,200	\$1,200	\$1,250

-	-	\$500	\$500	\$500	\$500	\$500
-	-	-	-	-	\$250	\$250
-	-	\$500	\$500	\$500	\$750	\$750

\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250

\$6,175	\$6,175	\$4,765	\$8,247	\$7,097	\$7,847	\$10,688
(\$6,175)	(\$6,175)	(\$2,015)	(\$3,997)	(\$1,597)	(\$1,847)	(\$3,688)
\$155,825	\$149,650	\$147,635	\$143,638	\$142,041	\$140,194	\$136,506



Aug	Sep	Oct	Nov	Dec	YEAR 1 TOTAL
-----	-----	-----	-----	-----	--------------

\$3,000	\$3,500	\$3,500	\$2,500	\$2,000	\$27,500
\$1,250	\$1,500	\$1,500	\$1,500	\$750	\$11,000
\$2,000	\$2,500	\$2,500	\$2,000	\$1,250	\$17,000
\$1,000	\$1,500	\$2,000	\$1,500	\$750	\$8,000
-	-	-	-	-	-
\$7,250	\$9,000	\$9,500	\$7,500	\$4,750	\$63,500

\$3,013	\$3,680	\$3,680	\$2,990	\$1,840	\$26,496
\$550	\$700	\$700	\$550	\$250	\$4,750
\$3,563	\$4,380	\$4,380	\$3,540	\$2,090	\$31,246

-	-	-	-	-	\$7,750
\$1,000	\$1,333	\$1,333	\$1,000	\$333	\$8,000
\$500	\$1,000	\$1,000	\$1,000	\$1,500	\$6,000
-	-	\$1,875	-	\$1,875	\$7,500
\$500	\$500	\$500	\$500	\$500	\$5,000
\$2,000	\$2,833	\$4,708	\$2,500	\$4,208	\$34,250

\$450	\$550	\$550	\$450	\$300	\$4,550
\$300	\$300	\$300	\$300	\$300	\$3,600
\$200	\$200	\$200	\$200	\$200	\$2,400
\$150	\$150	\$150	\$150	\$150	\$1,800
\$150	\$150	\$150	\$150	\$150	\$1,900
\$1,250	\$1,350	\$1,350	\$1,250	\$1,100	\$14,250

\$500	\$500	\$500	\$500	\$500	\$5,000
\$250	\$500	\$500	\$500	\$250	\$2,500
\$750	\$1,000	\$1,000	\$1,000	\$750	\$7,500

\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000
\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000

\$8,813	\$10,813	\$12,688	\$9,540	\$9,398	\$102,246
(\$1,563)	(\$1,813)	(\$3,188)	(\$2,040)	(\$4,648)	(\$38,746)
\$134,943	\$133,130	\$129,942	\$127,902	\$123,254	

STROOM LLC — Budget Assumptions & Notes

GENERAL

Launch timing	Q1 2026	Blue
Seed raise	\$300,000	Blue
Opening operating balance	\$162,000	Blue

PRODUCT & REVENUE

Year 1 customer target	~1,000	Blue
CAC	\$35/customer	Blue
LTV (Year 1)	\$326/customer	Blue
LTV:CAC (Year 1)	9.3x	Formula

COST ASSUMPTIONS

Blended COGS rate	~46%	Blue
Fulfillment cost	\$4-5/order	Blue
Marketing budget Year 1	\$35,250	Blue
Brand identity budget	\$15,000	Blue
App development budget	\$25,000	Blue
Patent — utility filing	\$10,000	Blue

BREAK-EVEN

Projected break-even	Month 18	Formula
Year 1 total burn	~\$121K ops + ~\$138K startup	Formula
Year 2 revenue target	\$243,000	Green

SOURCES

Financial model	STROOM_Financial_Model_Assumptions.xlsx
Investor deck	STROOM_Investor_Deck_2026_Updated.pptx
Manufacturing costs	Weilin Plastic / JAYCON / Accio 2025-2026
Fulfillment costs	Opensend / ShipBob 2025

All revenue starts Month 3 (post-launch build)

Per investor deck — used to fund startup + ops runway

Seed (\$300K) minus startup costs (~\$138K)

Conservative DTC launch estimate

Based on GTM budget / customer projection

Hardware \$54 + consumables \$240 + app \$32

Industry target >3x — STROOM well above

Weighted avg across Pivot Stands, Pour Tacks, Pour Pads

ShipBob / Opensend DTC benchmark

Per GTM slide — creator seeding, YouTube, Meta, retreats

Agency locked — logo, packaging, website

iOS Capacitor build + App Store submission

Pivot Stands utility patent within 12-mo window

Mid Year 2 — consumable revenue > monthly opex

Revenue ~\$65K partially offsets operating burn

From 5-year financial model

All unit economics and revenue projections

Slides 13-14, 21-22

Cited in financial model Sources tab

Cited in financial model Sources tab