

# Startup Gym Revenue Model

	Month 1	Month 2	Month 3	Month 4
Total Population willing to commute to your gym	11700	11759	11817	11876
Growth Rate of Population	0,50%	0,50%	0,50%	0,50%
Percentage of Market that would buy a gym members	18%	18%	18%	18%
Target Market	2106	2117	2127	2138
% of Target Market that hear about your gym each m	10%	10%	10%	10%
# of people that heard about your gym	211	212	213	214
% of those who heard who will visit each month	10%	10%	10%	10%
# of visitors	21	21	21	21
% of visitors that will buy a membership	10%	10%	10%	10%
# of new members	2	2	2	2
% of members that cancel each month	2,75%	2,75%	2,75%	2,75%
# of members that cancel		0	0	0
Total # of Members	2	4	6	8
Monthly Membership Fee	25	25	25	25
Total Revenue	52,65	104,1154	154,43	203,6269

Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13
11936	11995	12055	12116	12176	12237	12298	12360	12422
0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%
18%	18%	18%	18%	18%	18%	18%	18%	18%
2148	2159	2170	2181	2192	2203	2214	2225	2236
10%	10%	10%	10%	10%	10%	10%	10%	10%
215	216	217	218	219	220	221	222	224
10%	10%	10%	10%	10%	10%	10%	10%	10%
21	22	22	22	22	22	22	22	22
10%	10%	10%	10%	10%	10%	10%	10%	10%
2	2	2	2	2	2	2	2	2
2,75%	2,75%	2,75%	2,75%	2,75%	2,75%	2,75%	2,75%	2,75%
0	0	0	0	0	0	1	1	1
10	12	14	16	17	19	21	22	24
25	25	25	25	25	25	25	25	25
251,7381	298,7948	344,8273	389,8652	433,9371	477,071	519,2941	560,6327	601,1127

Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22
12484	12546	12609	12672	12735	12799	12863	12927	12992
0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%
18%	18%	18%	18%	18%	18%	18%	18%	18%
2247	2258	2270	2281	2292	2304	2315	2327	2339
10%	10%	10%	10%	10%	10%	10%	10%	10%
225	226	227	228	229	230	232	233	234
10%	10%	10%	10%	10%	10%	10%	10%	10%
22	23	23	23	23	23	23	23	23
10%	10%	10%	10%	10%	10%	10%	10%	10%
2	2	2	2	2	2	2	2	2
2,75%	2,75%	2,75%	2,75%	2,75%	2,75%	2,75%	2,75%	2,75%
1	1	1	1	1	1	1	1	1
26	27	29	30	32	33	34	36	37
25	25	25	25	25	25	25	25	25
640,7589	679,5957	717,6469	754,9353	791,4834	827,3129	862,4452	896,9007	930,6995

Month 23	Month 24
13057	13122
0,50%	0,50%
18%	18%
2350	2362
10%	10%
235	236
10%	10%
24	24
10%	10%
2	2
2,75%	2,75%
1	1
39	40
25	25
963,8612	996,4047