



URDYRATING
FINANCIAL FORECAST

Financial forecast [Swedish kronor].

	2018 Q4	2019	2020	2021
Revenue				
Subscription fee	0	506 700	3 146 800	5 796 000
B2B revenue	0	410 000	1 275 000	1 657 500
Expenses				
Services	-52 500	-305 000	-450 000	-450 000
Development	-280 000	-1 500 000	-1 320 000	-1 716 000
Marketing costs	-35 000	-283 000	-410 000	-835 400
Other expenses	-15 000	-476 000	-434 000	-552 200
Personal costs	-15 000	-626 756	-2 055 800	-2 377 290
Capitalized development costs	-204 566	+1 018 612	+670 889	+900 888
Interest on loans	-15 000	-60 000	-60 000	-60 000
Result	-102 934	-1 315 444	362 889	2 363 498

Scalable service leads to high gross margin and profit.