

HOME STUDIO AI

36-Month Revenue Projection Model | \$3.5M Capital Raise

thehomestudio.ai | Dallas, TX

ASSUMPTION	2026 (Y1)	2027 (Y2)	2028 (Y3)	Notes
CAPITAL RAISE				
Total Capital Raised	\$3,500,000			Pre-money valuation ~\$70M
1. BUILDER SAAS SUBSCRIPTIONS				
Monthly Price per Builder	\$399	\$399	\$399	
Builders on Platform (Avg)	6	30	100	Y1: ramp 2→10; Y3: ramp 50→150
Builder SaaS Annual Revenue	\$28,728	\$143,640	\$478,800	
2. DIGITAL TWIN PLATFORM FEES (LOI-Based)				
Homebuilder Homes (Units)	315	750	1,200	
Price per Home (Homebuilder)	\$500	\$500	\$500	
Staff Housing Homes (Units)	20,000	50,000	80,000	
Price per Home (Staff Housing)	\$100	\$100	\$100	
Total Digital Twin Revenue	\$2,147,500	\$5,355,000	\$8,600,000	
3. FURNITURE SALES (50% Commission)				
Total Furniture GMV	\$18,000,000	\$41,575,000	\$70,000,000	Y1-Y2 from LOI projections
Blended Commission Rate	50.0%	50.0%	50.0%	
Furniture Commission Revenue	\$9,000,000	\$20,787,500	\$35,000,000	GMV × Commission Rate
Y1/Y2 COGS per LOI model; Y3 blended 50%				
4. MANUFACTURER PLACEMENT & SPONSORSHIP				
Premium Manufacturers (\$50K/yr each)	3	8	15	
Standard Manufacturers (\$10K/yr each)	10	25	50	
Total Manufacturer Revenue	\$250,000	\$650,000	\$1,250,000	(Premium×\$50K)+(Standard×\$10K)
5. DATA LICENSING & ANALYTICS				
Data Licensing Revenue	\$250,000	\$1,500,000	\$4,000,000	Peaks at \$4M/yr by Y3

Data Gross Margin	85.0%	85.0%	85.0%	High-margin digital product
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6. BROKER WHITE-LABEL PACKAGES

Monthly Price per Broker	\$99	\$99	\$99	
Brokers on Platform (Avg Annual)	250	1,750	6,500	10,000 brokers by end of Y3
Broker White-Label Annual Revenue	\$297,000	\$2,079,000	\$7,722,000	

Y3 Exit Run Rate: $10,000 \times \$99 \times 12 = \$11.88M$

OPERATING EXPENSES

Salaries & Benefits	\$550,000	\$1,000,000	\$2,200,000	
Technology Development (Platform, AI, 3D)	\$500,000	\$1,000,000	\$1,500,000	
Cloud / Infrastructure (AWS)	\$60,000	\$120,000	\$250,000	
Marketing & Sales	\$100,000	\$250,000	\$600,000	
General & Administrative / Rent	\$125,000	\$175,000	\$350,000	
Total Operating Expenses	\$1,335,000	\$2,545,000	\$4,900,000	

ACTIVE MARKETS

Texas (Dallas-Fort Worth)	✓	✓	✓	
Homebuilder	✓	✓	✓	
Honduras	✓	✓	✓	
Bahamas (Luxury + Affordable + Staff)	✓	✓	✓	
California	—	✓	✓	
Florida	—	✓	✓	

HOME STUDIO AI

36-Month Profit & Loss Summary

Based on \$3.5M Capital Raise | thehomestudio.ai

	2026 (Year 1)	2027 (Year 2)	2028 (Year 3)	36-Mo. Total
REVENUE				
Builder SaaS Subscriptions	\$28,728	\$143,640	\$478,800	\$651,168
Digital Twin — Homebuilders	\$147,500	\$355,000	\$600,000	\$1,102,500
Digital Twin — Staff Housing	\$2,000,000	\$5,000,000	\$8,000,000	\$15,000,000
Furniture Sales (GMV)	\$18,000,000	\$41,575,000	\$70,000,000	\$129,575,000
Manufacturer Placement & Sponsorship	\$250,000	\$650,000	\$1,250,000	\$2,150,000
Data Licensing & Analytics	\$250,000	\$1,500,000	\$4,000,000	\$5,750,000
Broker White-Label Packages	\$297,000	\$2,079,000	\$7,722,000	\$10,098,000
TOTAL REVENUE	\$20,973,228	\$51,302,640	\$92,050,800	\$164,326,668
COST OF GOODS SOLD				
Furniture COGS (per LOI margins Y1-Y2; 50% Y3)	\$10,483,333	\$25,504,167	\$35,000,000	\$70,987,500
Platform Delivery & Hosting Costs	\$75,000	\$150,000	\$300,000	\$525,000
TOTAL COGS	\$10,558,333	\$25,654,167	\$35,300,000	\$71,512,500
GROSS PROFIT				
	\$10,414,895	\$25,648,473	\$56,750,800	\$92,814,168
Gross Margin %	49.7%	50.0%	61.7%	56.5%
OPERATING EXPENSES				
Salaries & Benefits	\$550,000	\$1,000,000	\$2,200,000	\$3,750,000
Technology Development (Platform, AI, 3D)	\$500,000	\$1,000,000	\$1,500,000	\$3,000,000
Cloud / Infrastructure (AWS)	\$60,000	\$120,000	\$250,000	\$430,000
Marketing & Sales	\$100,000	\$250,000	\$600,000	\$950,000
General & Administrative / Rent	\$125,000	\$175,000	\$350,000	\$650,000
TOTAL OPERATING EXPENSES	\$1,335,000	\$2,545,000	\$4,900,000	\$8,780,000

EBITDA / NET INCOME	\$9,079,895	\$23,103,473	\$51,850,800	\$84,034,168
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Net Margin %	43.3%	45.0%	56.3%	51.1%
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KEY METRICS & MILESTONES

Total Homes Served (All Programs)	20,315	50,750	81,200	
Builders on Platform	10	50	150	
Brokers on Platform (End of Year)	500	3,000	10,000	
Manufacturers on Platform	13	33	65	
Furniture GMV (Gross Merchandise Volume)	\$18,000,000	\$41,575,000	\$70,000,000	
Active Markets	TX, Honduras, Bahamas, Honduras, Bahamas, CA, FL, Honduras, Bahamas, CA, FL +			
Y3 Annualized Revenue Run Rate			\$100M+	Per \$1B valuation thesis

FURNITURE REVENUE & COGS DETAIL BY MARKET

Market	2026 (Year 1)			2027 (Year 2)			2028 (Year 3)		
	Homes	Rev/Home	Total Rev	Homes	Rev/Home	Total Rev	Homes	Rev/Home	Total Rev
Texas — Homebuilders	100	\$30,000	\$3,000,000	200	\$30,000	\$6,000,000	300	\$30,000	\$9,000,000
Homebuilder	100	\$65,000	\$6,500,000	100	\$65,000	\$6,500,000	150	\$65,000	\$9,750,000
Bahamas — Luxury	15	\$100,000	\$1,500,000	12	\$100,000	\$1,200,000	25	\$100,000	\$2,500,000
Bahamas — Affordable	25	\$35,000	\$875,000	75	\$35,000	\$2,625,000	100	\$35,000	\$3,500,000
Bahamas — Staff	25	\$5,000	\$125,000	50	\$5,000	\$250,000	75	\$5,000	\$375,000
Honduras	50	\$50,000	\$2,500,000	150	\$50,000	\$7,500,000	200	\$50,000	\$10,000,000
Staff Housing — Furniture	1,000	\$3,500	\$3,500,000	5,000	\$3,500	\$17,500,000	8,000	\$3,500	\$28,000,000
California (New Market)	0	\$0	\$0	50	\$40,000	\$2,000,000	100	\$40,000	\$4,000,000
Florida (New Market)	0	\$0	\$0	50	\$35,000	\$1,750,000	100	\$35,000	\$3,500,000
TOTAL FURNITURE	1,315		\$18,000,000	5,687		\$45,325,000	9,050		\$70,625,000

REVENUE BY STREAM — 36-MONTH SUMMARY

Revenue Stream	2026 (Y1)	2027 (Y2)	2028 (Y3)	36-Mo Total	% of Y3 Rev
1. Builder SaaS Subscriptions	\$28,728	\$143,640	\$478,800	\$651,168	0.5%
2. Digital Twin — Homebuilders	\$147,500	\$355,000	\$600,000	\$1,102,500	0.7%
3. Digital Twin — Staff Housing	\$2,000,000	\$5,000,000	\$8,000,000	\$15,000,000	8.7%
4. Furniture Sales (GMV through platform)	\$18,000,000	\$41,575,000	\$70,000,000	\$129,575,000	76.0%
5. Manufacturer Placement & Sponsorship	\$250,000	\$650,000	\$1,250,000	\$2,150,000	1.4%
6. Data Licensing & Analytics	\$250,000	\$1,500,000	\$4,000,000	\$5,750,000	4.3%
7. Broker White-Label Packages	\$297,000	\$2,079,000	\$7,722,000	\$10,098,000	8.4%
TOTAL REVENUE	\$20,973,228	\$51,302,640	\$92,050,800	\$164,326,668	100.0%

Year-over-Year Revenue Growth

YoY Growth Rate	—	144.6%	79.4%
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