



HOMESTUDIO

Where House...Becomes Home!

# Efficient growth. Smart spending. Clear path to revenue.

## 2-Year Burn Rate & Financial Forecast Summary

Home Studio AI has developed a responsible and strategic financial plan to ensure that our \$1.5 million seed round supports a full 24-month runway — while simultaneously building, launching, and scaling the platform.

We anticipate six full-time employees in Year 1, expanding to twelve in Year 2, with average annual salaries of \$117,000. This includes salaries for the founding team to ensure continuity and focus. Monthly payroll begins at \$48,880.

To support product development and user experience, we've allocated \$15,000 per month for technology infrastructure, including our AI rendering stack, database services, and cloud hosting. An additional \$4,000/month is budgeted for a small leased office, with \$5,000 allocated upfront in Month 1 for basic furnishings and setup.

Our go-to-market strategy includes an initial marketing spend of \$10,000/month for the first six months, used for paid media, brand building, and builder outreach. Beginning in Month 7, this budget scales proportionally with revenue, capped at \$30,000/month to maintain healthy burn.

A key cost driver — and strategic advantage — is our furnishing inventory program. Starting in Month 6, we'll stage four homes per month, leveraging supplier credit or outside financing where possible. Each staged home carries an average furniture value of \$60,000, generating immediate brand exposure and affiliate revenue at point-of-sale.

The seed round is structured as convertible debt with a 6% annual interest rate, resulting in interest payments of \$97,500 annually, or \$8,125/month, accruing immediately.

Importantly, revenue begins in Month 6, with signed LOIs from three builder partners ready to activate as soon as the platform goes live. Our revenue will come from builder subscriptions, affiliate furniture sales, data licensing, and premium design services. Revenue is forecasted to ramp from \$62,500 in Month 6 to \$305,000/month by Year 2, supporting the path to break-even around Month 19.

### HIGHLIGHTS

- **\$1.5M seed round supports a full 24-month runway**
- **Revenue begins Month 6, scaling to \$305K+/month by Year 2**
- **Monthly burn starts at ~\$75K, scaling with team and revenue**
- **Break-even targeted between Months 18–20**
- **Capital-efficient team structure with scalable marketing and delivery**