

# MDisrupt Financial Projections (2024-2028): Path to Scale

	2024	2025	2026	2027	2028
<b>Existing Business Booked Revenue</b>	<b>1,678,415</b>	<b>3,261,582</b>	<b>6,772,509</b>	<b>10,253,136</b>	<b>15,087,204</b>
<u>Health Product Intelligence Platform Booked Revenue</u>					
Health Solution Assessments	–	–	300,000	1,300,000	3,450,000
Health Expert Insight Services	–	–	600,000	3,150,000	7,800,000
Project Maya Subscription	–	–	500,000	4,500,000	12,000,000
<b>Total Booked Revenue</b>	<b>1,678,415</b>	<b>3,261,582</b>	<b>8,172,509</b>	<b>19,203,136</b>	<b>38,337,204</b>
% Growth		94%	151%	135%	100%
<b>Existing Business Revenue</b>	<b>1,591,086</b>	<b>2,670,242</b>	<b>6,225,640</b>	<b>9,305,804</b>	<b>13,686,465</b>
<u>Health Product Intelligence Platform Revenue</u>					
Health Solution Assessments	–	–	87,500	875,000	2,262,500
Health Expert Insight Services	–	–	125,000	2,012,500	5,637,500
Project Maya Subscription	–	–	62,500	2,333,333	9,104,167
<b>Total Revenue</b>	<b>1,591,086</b>	<b>2,670,242</b>	<b>6,500,640</b>	<b>14,526,637</b>	<b>30,690,632</b>
% Growth		68%	143%	123%	111%
<b>Gross Profit</b>	<b>777,713</b>	<b>1,404,075</b>	<b>3,176,887</b>	<b>7,340,147</b>	<b>16,884,795</b>
% Gross Margin	49%	53%	49%	51%	55%
<u>Operating Expenses</u>					
Sales & Marketing	490,321	453,258	2,142,463	3,185,104	4,698,353
Product & Engineering	577,332	839,035	1,700,628	2,967,918	4,339,095
General & Administrative	1,001,738	1,083,222	1,226,646	1,408,970	1,710,018
<b>Total Operating Expenses</b>	<b>2,069,391</b>	<b>2,375,515</b>	<b>5,069,737</b>	<b>7,561,992</b>	<b>10,747,466</b>
% Growth		15%	113%	49%	42%
<b>Net Income</b>	<b>(835,512)</b>	<b>(983,281)</b>	<b>(1,923,550)</b>	<b>(252,371)</b>	<b>6,106,801</b>

# Assumptions for Financial Projections

## Revenue Growth Drivers

- Existing team drives +8% (2026), +25% (2027), +50% (2028)
- New sales hires contribute 65% (2026), +30% (2027) and +45% (2028)

## Sales Team Buildout

- VP Growth (Jan 2026), 2 Sales Directors (Jan 2026) + 2 AEs (Apr 2026), 2-month ramp
- Quotas: \$2.0M (VP Growth), \$1.25M (Director), \$1.0M (AE)
- Commission: 10% of new booked revenue

## New Product Revenue Streams

- Health Solution Assessments (\$50K/client): 6, 26, 69 clients in 2026–2028
- Health Expert Insight Services (\$150K/client): 4, 21, 52 clients in 2026–2028
- Enterprise Subscription (\$250K/client): 2, 12, 48 clients in 2026–2028

## Margins & Unit Economics

- 45–50% GM for Assessments & Insights
- 70–85% GM for Subscriptions