



Venture
On-the-Line

Prepared by
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Date
Thu 2038-01-28

Venture month
Month 12

Headline: the answer or the ask

Money red, team amber, risk red: one provider sets our cost

Margin per customer
\$81

Paying customers
20

Cash in the bank
\$800

The four lenses

Money status

☐ Green ☐ Amber ☒ Red

Unit economics and runway

Margin \$81 a customer; \$8,157 owed to founders

Market status

☒ Green ☐ Amber ☐ Red

Who buys and why

20 customers; shops that lose calls pay \$189

Team status

☐ Green ☒ Amber ☐ Red

What is delegated, and the next hire

One part-time reviewer; Dev works 3 days elsewhere

Risk status

☐ Green ☐ Amber ☒ Red

Biggest threat in six months, and the plan

One provider's price; second source live 2038-01-01

Rule used for each color

Green: margin covers fixed costs and cash lasts your own number of months, written here. Amber: one is missing, with a plan. Red: cannot pay the next 90 days without new money.

What changed since last time

Margin up from \$14; second provider live 2038-01-01

Risks and what I do not know

Founder loans owed: \$8,157

Decision or next step

Stay independent; re-run at MRR \$5,000

Owner of the next step

Noor and Dev

Done by

Mon 2038-03-08