



Venture On-the-Line	Prepared by Dev	Date Mon 2037-11-02	Venture month Month 10
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Headline: the answer or the ask

Margin fell from \$50 to \$14; breakeven is now 43 customers

Margin a customer \$14	Gross margin share 9.4 percent	Break-even customers 43
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Per customer, per month

Price (USD)

\$149

Usage units a month (model calls, retries included)

120

Variable costs

Cost line	Per customer
Phone and speech minutes	\$38
Model fees	\$97

Results

Margin per customer (USD) \$14	Gross margin 9.4 percent
Fixed costs a month (USD) \$600	Customers to break even 43
Margin if model cost doubles (USD) -\$83	Margin at ten times model cost (USD) -\$859

The one number to check this week

Customers at the new margin: 43

Cost to win one (USD) Not measured yet	Months to pay it back Not measured yet
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Default alive? (income covers costs without new money)☐ Yes ☒ No**What changed since last time**

Model fees rose 59 percent on 2037-11-01

Risks and what I do not know

A second price rise would wipe out the margin

Decision or next step

Reprice to \$189 and route simple calls

Owner of the next step

Noor and Dev

Done by

Tue 2037-12-01