DEMO

First chapter only

Financial Projections: $0 to $1M ARR

Complete Financial Modeling for AI-First Startups

pragma.vision

PRAGMA.VISION

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Why AI-First Economics Are Different

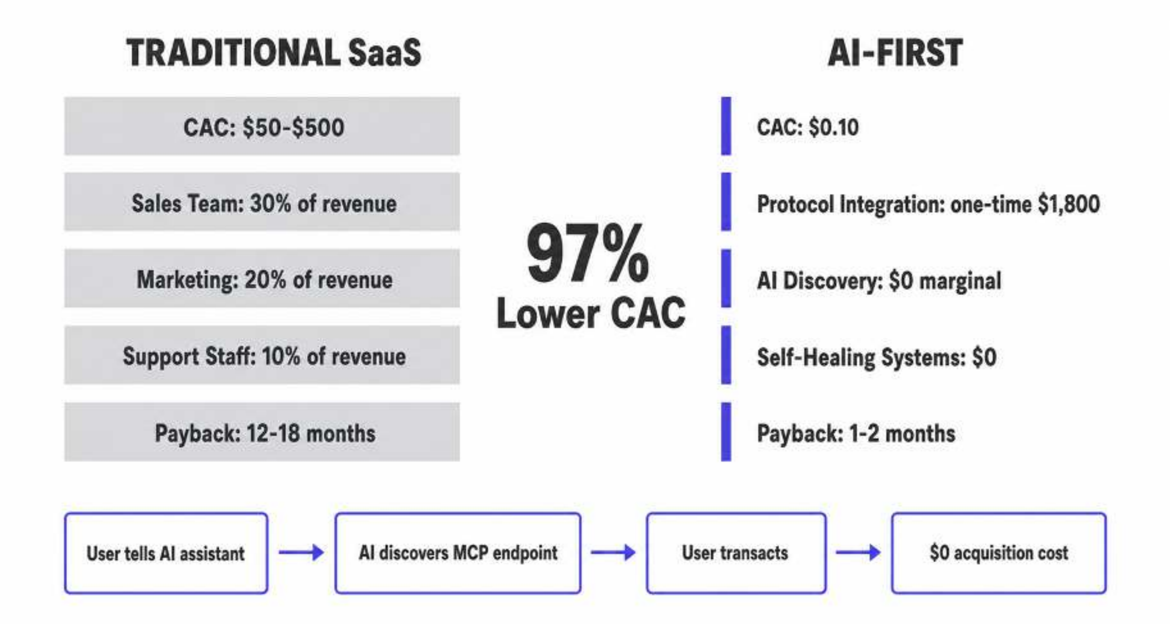

Figure 1. Traditional SaaS versus AI-first customer economics side by side: acquisition cost falls from $50–$500 to $0.10 — about 97% lower — while payback compresses from 12–18 months to 1–2 as AI discovery over MCP replaces paid sales and marketing

The financial models that built the last generation of technology companies are wrong for what comes next. Not slightly wrong—fundamentally, structurally wrong.

Traditional SaaS projections assume customer acquisition costs of $5–$50 per user, conversion rates of 2–4%, monthly churn of 20–30%, and a break-even timeline of six to twelve months. These assumptions have shaped every pitch deck template, accelerator curriculum, and VC evaluation framework for fifteen years.

AI-first startups operate under different economic laws.

97%

Lower customer acquisition cost in AI-first models vs. traditional SaaS

When your product is distributed through AI assistants—Google's Gemini, OpenAI's ChatGPT, Anthropic's Claude—you are not buying clicks on Google Ads or optimizing landing pages. AI agents discover your product organically on behalf of users. The cost per acquisition drops from tens of dollars to pennies.

The downstream effects cascade: burn rate drops, runway extends, and the path to profitability compresses from years to months. Your financial projections need an entirely new framework.

Key Insight

AI-first economics represent a phase transition, not a marginal improvement. The largest line items on a traditional P&L—sales, marketing, customer support—approach zero, while the highest-leverage activities—protocol integration, agent marketplace development, trust infrastructure—become the primary investment categories.

1.1 About Pragma.Vision

This book draws on direct experience building Pragma.Vision, an AI-native commerce ecosystem. Pragma.Vision models a growing family of interconnected platforms—wish.now (conversational commerce), phantoid.com (AI agent marketplace), great.gift (gift discovery and talent sharing), top.work (professional services), near.now (local discovery), daily.delivery (fair logistics), profit.deals (wholesale commerce), soft.house (developer portal), and trust.guide (verified experiences)—all sharing identity, payments, and trust infrastructure through trustauthority.ai.

The projections in this book are drawn from our actual implementation: $1,800 initial budget, twelve-week development sprints, zero dollars spent on customer acquisition, and a dual-protocol payment architecture (Google AP2 + Stripe ACP) that achieved 69.5% code sharing. Where we present projections, we distinguish clearly between achieved results and forward estimates.

1.2 Who This Book Is For

- **Pre-seed founders** who need to model AI-first unit economics for investor conversations and internal planning
- **Technical co-founders** building financial models for products distributed through AI channels
- **Angel investors and VCs** evaluating AI-first startups who need frameworks beyond traditional SaaS metrics
- **Product managers** at established companies launching AI-native product lines who need to justify the economics internally

1.3 What You Will Build

By the end of this book, you will have:

1. A complete unit economics model calibrated for AI-first distribution
2. A month-by-month revenue projection framework from $0 to $1M ARR
3. An investor-ready financial package with the metrics VCs actually evaluate
4. Spreadsheet templates you can customize for your specific business
5. A deep understanding of where AI-first economics diverge from—and where they converge with—traditional models

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This is a free preview of the full edition.

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