5 SKUs · DIRECT · WHOLESALE · RESTAURANT

A sauce venture, built on real numbers.

Figures recalculate from the visible model inputs.

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YEAR 1 REVENUE	YEAR 1 NET	BLENDED MARGIN	LOW CASH
$58,056	$19,673	80.9%	$13,846
12-month projected	profitable	volume-weighted	M2

ASSUMPTIONS

Input	Value
Starting cash	$18,000
Monthly growth	8%
Channel mix	Direct 60% · Wholesale 25% · Restaurant 15%
Mix total	100% (valid)
Monthly fixed cost	$1,800
Month-1 one-time	$4,200
Month-2 one-time	$1,500
Team size	3 people
Confirmed grants (Year 1)	$0

UNIT COST (COST OF GOODS SOLD) PER SKU

SKU	Unit COGS	Notes
Jerk 5oz	$2.09	Ingredients · Bottle+Cap · Label · Labor · Overhead
Fermented 5oz	$2.24	Ingredients · Bottle+Cap · Label · Labor · Overhead/pH
BBQ 12oz	$2.41	Ingredients · Squeeze+Cap · Label · Labor · Overhead
Jerk Rub 4oz	$0.73	Spice Blend · Pouch · Label · Labor · Overhead
BBQ Rub 4oz	$0.70	Spice Blend · Pouch · Label · Labor · Overhead

STARTING MONTHLY VOLUME (MONTH 1)

SKU	Month 1 units	Month 6 projected	Month 12 projected
Jerk 5oz	80	118	187
Fermented 5oz	50	73	117
BBQ 12oz	70	103	163
Jerk Rub 4oz	100	147	233
BBQ Rub 4oz	90	132	210

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GROSS MARGIN PER SKU × CHANNEL

SKU	COGS	Direct	D GM	Wholesale	W GM	Restaurant	R GM
Jerk 5oz	$2.09	$10.99	81.0%	$6.05	65.5%	$5.50	62.0%
Fermented 5oz	$2.24	$10.99	79.6%	$6.05	63.0%	$5.50	59.3%
BBQ 12oz	$2.41	$9.99	75.9%	$5.50	56.2%	$5.00	51.8%
Jerk Rub 4oz	$0.73	$8.99	91.9%	$4.95	85.3%	$5.00	85.4%
BBQ Rub 4oz	$0.70	$7.99	91.2%	$4.40	84.1%	$4.50	84.4%

CHANNEL MIX APPLICATION

Blended GM applies the channel split (Direct 60% · Wholesale 25% · Restaurant 15%) to actual projected units across all 12 months.

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12-Month Cash Flow

Oct 29, 2026

Line	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Revenue	$3,059	$3,302	$3,568	$3,852	$4,157	$4,494	$4,854	$5,240	$5,671	$6,118	$6,605	$7,138
COGS	$584	$631	$681	$735	$794	$858	$926	$1,001	$1,083	$1,168	$1,261	$1,363
Gross Profit	$2,475	$2,671	$2,887	$3,116	$3,364	$3,636	$3,928	$4,239	$4,588	$4,950	$5,344	$5,775
Fixed	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800
One-Time	$4,200	$1,500	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Grants	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net	$-3,525	$-629	$1,087	$1,316	$1,564	$1,836	$2,128	$2,439	$2,788	$3,150	$3,544	$3,975
Cumulative cash	$14,475	$13,846	$14,933	$16,249	$17,813	$19,649	$21,777	$24,216	$27,004	$30,154	$33,698	$37,673

CASH FLOW TOTALS

Metric	Year 1
Total revenue	$58,056
Total COGS	$11,084
Gross profit	$46,973
Fixed cost	$21,600
One-time cost	$5,700
Grants	$0
Net (after all)	$19,673
Lowest cash month	$13,846 (Month 2)
Year-end cash	$37,673

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LABOR (MONTH 6 REFERENCE)

Activity	Hours/week	% of total
Sauce production (3 batches × 10h)	40.5	56%
Farmers markets (2 × 8h)	16	22%
Deliveries (2 × 3h)	6	8%
Admin	10	14%
TOTAL	72.5	100%
Per person (÷ 3)	24.2	

Per-person pay: $612/mo · $5.85/hr. CA minimum wage: $16.90/hr. Sweat-equity year.

RED TEAM — TOP RISKS

Risk	Severity
Team pays itself $5.85/hr in Month 6 (CA min wage $16.90).	High
Lowest cash dips to $13,846 in Month 2.	Medium
Year-1 net = $19,673.	Low
Fermented sauce ties up capital 2-8 weeks. Launch jerk + rubs first.	Medium

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