

INVESTOR DOCUMENT

# Financial Projections

Mmnt Inc. · Pre-Seed Round · 2026

<b>\$1.5M</b>	<b>\$140B+</b>	<b>\$74M</b>	<b>\$2B+</b>
Raising Now	Total Addressable Market	Projected ARR (Yr 3)	Projected ARR (Yr 10+)

This document contains forward-looking financial projections for Mmnt Inc. These projections are based on current assumptions and market research. Actual results may differ materially. Confidential — NDA required.

## EXECUTIVE SUMMARY

# The Moment Economy: A \$140B+ Market with No Infrastructure

Mmnt is building the first attendee-side infrastructure layer for the global live events industry. We capture, authenticate, and monetize the moment of presence — at concerts, sports, festivals, and streaming events. Starting with a \$1.5M pre-seed round, Mmnt projects a path from MVP launch to a \$2B+ ARR platform over 10 years.

## INVESTMENT HIGHLIGHTS

Metric	Value	Context
Pre-Seed Raise	<b>\$1.5M</b>	Funds MVP build + 500 founding member beta
TAM	<b>\$140B+</b>	Global live events market (physical + digital)
SAM	<b>\$28B</b>	Digital-forward fan economy, ages 18-35
SOM — Year 1	<b>\$2.8M</b>	1% SAM penetration, NYC + LA markets
SOM — Year 3	<b>\$280M</b>	10% SAM, multi-market + enterprise API
Projected ARR Year 3	<b>\$74M</b>	4 revenue streams active
Projected ARR Year 5	<b>\$200M+</b>	Platform + international expansion
Series A Target	<b>\$12M</b>	Q4 2026, post-beta validation
Series B Target	<b>\$50M</b>	Q4 2028, enterprise + international
Path to IPO	<b>2035-2036</b>	Target \$2B+ ARR, \$10B+ valuation

## REVENUE MODEL

# Four Streams. One Economy.

Mmnt's revenue architecture is designed to expand in lock-step with the platform's growth — starting with consumer subscriptions and marketplace fees, then adding high-margin enterprise API revenue and brand partnerships as the user base scales.

Revenue Stream	Model	Unit Economics	Yr 1	Yr 2	Yr 3
Mmnt Pass (Consumer Subscription)	\$9.99/mo	\$120 ARPU/yr 85% gross margin	\$0	\$8M	\$36M
Moment Marketplace (Transaction Fees)	5% GMV fee	\$0.15-\$2.00 per txn 95% gross margin	\$0	\$3M	\$12M
Enterprise API (B2B SaaS)	\$25K-\$200K/yr per venue/promoter	\$80K avg contract 75% gross margin	\$0	\$4M	\$18M
Brand Integrations (Sponsored Moments)	CPE + flat fee	\$15-\$50K per campaign 70% gross margin	\$0	\$1M	\$8M
<b>TOTAL ARR</b>		<b>Blended ~82% gross margin</b>	<b>\$0</b>	<b>\$16M</b>	<b>\$74M</b>

Note: Year 1 revenue is pre-revenue (closed beta phase). All projections assume successful Series A close in Q4 2026 enabling public launch in Q2 2027.

5-YEAR FINANCIAL PROJECTIONS

# Year-by-Year Model

Metric	2026 (Yr 1)	2027 (Yr 2)	2028 (Yr 3)	2029 (Yr 4)	2030 (Yr 5)
Active Users / Collectors	500 beta	500K	2M	6M	15M
Mmnts Issued (cumulative)	10K	500K	5M	20M	60M
Cities / Markets	2	15	30+	50+	80+
Subscription ARR	\$0	\$8M	\$36M	\$85M	\$160M
Marketplace GMV	\$0	\$15M	\$60M	\$180M	\$400M
Marketplace Fees (5%)	\$0	\$0.75M	\$3M	\$9M	\$20M
Enterprise API ARR	\$0	\$4M	\$18M	\$40M	\$80M
Brand Integrations	\$0	\$1M	\$8M	\$16M	\$30M
<b>Total ARR</b>	<b>\$0</b>	<b>\$13.75M</b>	<b>\$65M</b>	<b>\$150M</b>	<b>\$290M</b>
Gross Profit (~82%)	\$0	\$11.3M	\$53M	\$123M	\$238M
EBITDA	(\$3M)	(\$8M)	\$5M	\$45M	\$110M
Funding Round	Pre-Seed \$1.5M	Series A \$12M	—	Series B \$50M	—
<b>Valuation (est.)</b>	<b>\$8M</b>	<b>\$60M</b>	<b>\$200M</b>	<b>\$600M</b>	<b>\$1.5B</b>

## UNIT ECONOMICS

# The Economics of a Mmnt

Mmnt's unit economics improve dramatically with scale, driven by a high-margin digital product model with near-zero marginal cost per additional user.

Metric	Year 1 (Beta)	Year 2	Year 3
Customer Acquisition Cost (CAC)	~\$50 (community/organic)	~\$35 (paid + referral)	~\$18 (viral + B2B)
Average Revenue Per User (ARPU)	\$0 (free beta)	\$27.50/yr	\$37/yr
Lifetime Value (LTV)	\$0	\$165	\$370
LTV:CAC Ratio	—	4.7x	20.5x
Payback Period	—	15 months	6 months
Gross Margin (blended)	—	~82%	~84%
Churn Rate (monthly)	—	~3%	~2%
Net Revenue Retention	—	95%	115%

## REVENUE ASSUMPTIONS

Assumption	Basis
Consumer Subscription Price: \$9.99/mo	Benchmarked against Spotify, Apple Music, and fan economy apps. Positioned as premium
Marketplace Fee: 5% of GMV	Lower than eBay (13.25%), StubHub (15%), and OpenSea (2.5%). Competitive for categor
Enterprise API ACV: \$80K avg	Based on comparable SaaS deals in venue/event tech. Ranges \$25K (small venues) to \$2
Gross Margin: ~82% blended	Software-first model. Highest cost is infrastructure and customer success. No physical prod
CAC: \$50 → \$18 over 3 years	Declining CAC driven by product virality (shared Mmnts), word of mouth, and B2B partners

## USE OF FUNDS

# Pre-Seed Round: \$1.5M

The pre-seed round funds Mmnt through MVP build, beta launch, and the validation milestones required to raise a Series A. Runway: 18 months.

Category	Amount	% of Round	Deliverable
Product & Engineering	\$600K	40%	iOS app V1, event detection engine, moment issuance, collection UI
Go-to-Market & Launch	\$375K	25%	Founding member campaign, 2-city launch, PR, partnerships
Team & Operations	\$300K	20%	CTO hire, Head of Growth hire, legal, G&A
Venue & Partner Deals	\$225K	15%	3 venue partnerships, ticketing API integrations, pilots
<b>TOTAL</b>	<b>\$1.5M</b>	<b>100%</b>	<b>18-month runway to Series A milestones</b>

## FUNDRAISING ROADMAP

Round	Target Close	Amount	Valuation (pre)	Key Milestones to Unlock
<b>Pre-Seed (NOW)</b>	Q1 2026	<b>\$1.5M</b>	<b>\$6M</b>	MVP build, 500 founding members, 3 venue partners
Series A	Q4 2026	<b>\$12M</b>	<b>\$48M</b>	100K Mmnts, 40% D30 retention, 15 cities, public launch
Series B	Q4 2028	<b>\$50M</b>	<b>\$200M</b>	2M collectors, \$74M ARR, enterprise API, international
Series C / Pre-IPO	2031	<b>\$150M</b>	<b>\$1.5B</b>	\$500M ARR, 20M collectors, moment-backed financial products
IPO	2035–2036	<b>Public</b>	<b>\$10B+</b>	\$2B+ ARR, 1B+ Mmnts, global moment economy established

## SCENARIO ANALYSIS

# Bear / Base / Bull Case

Three scenarios model the range of outcomes based on user adoption rate, enterprise deal velocity, and competitive landscape evolution.

Metric	Bear Case	Base Case	Bull Case
Year 3 Active Users	250K	<b>2M</b>	<b>5M</b>
Year 3 ARR	\$12M	<b>\$74M</b>	<b>\$180M</b>
Year 3 Gross Margin	75%	<b>82%</b>	<b>86%</b>
Series A Valuation	\$20M	<b>\$48M</b>	<b>\$120M</b>
Path to Profitability	Year 6	<b>Year 3</b>	<b>Year 2</b>
10-Year Outcome	\$200M ARR \$800M co.	<b>\$2B ARR \$10B co.</b>	<b>\$5B ARR \$25B+ co.</b>
Key Risk/Driver	Slow venue adoption, limited consumer PMF	<b>On-plan execution, B2B unlocked by Yr 3</b>	<b>Streaming platform partnership, viral growth</b>

Base Case assumes: (1) Successful Series A close Q4 2026; (2) Public launch Q2 2027 with 15 cities; (3) 3 enterprise API contracts signed by Q4 2027; (4) Marketplace GMV of \$60M by Year 3; (5) No major competitive entry in the attendee-side infrastructure category.

**THE OPPORTUNITY**

**Every major economic era starts with a new kind of value. The moment economy is next. Mmnt is building the infrastructure for it.**

To discuss the deal, request additional materials, or schedule a meeting:

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[ownthemmnt.io](http://ownthemmnt.io)

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