

DropSend	Free	Basic	Standard	Pro	Business	Total
Users	57900	216	157	90	99	562
Fee	0	5	9	19	43	
Revenue	\$ -	\$ 1,080.00	\$ 1,413.00	\$ 1,710.00	\$ 4,257.00	\$ 8,460.00
Total Accounts						58,462

Analysis

% of Paid Accounts		38.43%	27.94%	16.01%	17.62%	100.00%
% of Total Accounts	99.04%	0.37%	0.27%	0.15%	0.17%	100.00%
Revenue Contribution	0	12.77%	16.70%	20.21%	50.32%	100.00%
% of Paid Accounts	0.96%					
% of Free Accounts	99.04%					
Annual Revenue	\$ 101,520.00					
Projected Valuation	\$ 900,000.00					
Revenue Multiplier	8.87					

BaseCamp	Free	Personal	Basic	Plus	Premium	Max	Total
Users	990,387	3,365	2,403	1,442	1,442	961	9,613
Fee	0	12	24	49	99	149	
Revenue	\$ -	\$ 40,374.94	\$ 57,678.49	\$ 70,656.15	\$ 142,754.27	\$ 143,234.92	\$ 454,698.78
Total Accounts							1,000,000

Analysis

% of Paid Accounts		35.00%	25.00%	15.00%	15.00%	10.00%	100.00%
% of Total Accounts	99.04%	0.34%	0.24%	0.14%	0.14%	0.10%	100.00%
Revenue Contribution	0.00%	8.88%	12.68%	15.54%	31.40%	31.50%	100.00%
% of Paid Accounts	0.96%						
% of Free Accounts	99.04%						
Annual Revenue	\$ 5,456,385.34						
Revenue Multiplier	8.87						
Projected Valuation	\$ 48,372,210.50						