

Key Modeling Assumptions continued...

01 Pricing Strategy

Assume a **subscription model** priced at \$100 per year per user.

02 Target Audience

Focus on **commercial sectors** such as agriculture, construction, and logistics, with an initial target of 5,000 users in Year 1 through manufacturer agreements.

03 User Growth Rate

Expect a **user growth rate** of 30% annually as the software gains traction.