

Twenty thousand registrations

\$100,000

Marketing cash budget

A measurable operating plan for SmartSAT

Four product messages

Digital SAT

Mock exams that identify areas to practise

24×7 AI

One-to-one tutoring in the mistake notebook

3,200 words

Structured SAT vocabulary practice

150-point goal

Measurement evidence must establish any achieved average

Three audiences and website jobs

Audience	Website	Primary action
Students and parents	SmartSAT.us	Assessment and registration
Teachers and institutions	SmartSAT.us	Product demo and permitted pilot
Creators and partners	SmartSAT.pro	Ambassador program and referrals
Company and investor context	SmartSAT.co	Product credibility and business meetings

One clear next step for each audience

The simulated grade-11 learner

1250

Assumed starting score

1400+

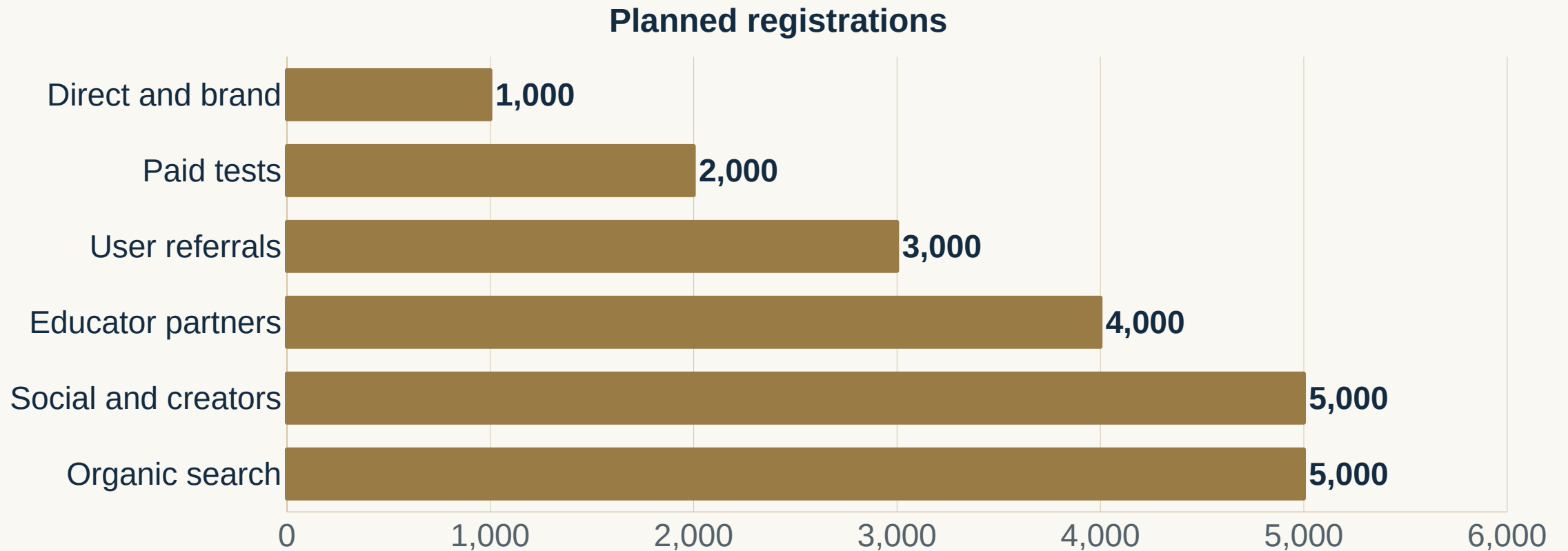
Target score

First session	Next practice	Ongoing review
Quick assessment Report and registration	Mistake explanation Related practice	Vocabulary session Full mock and re-test

Monthly registrations and cash ceilings

Month	New users	Cumulative	Cash ceiling
1	200	200	\$4,000
2	400	600	\$5,000
3	700	1,300	\$6,000
4	1,000	2,300	\$7,000
5	1,300	3,600	\$8,000
6	1,600	5,200	\$9,000
7	1,800	7,000	\$9,000
8	2,100	9,100	\$10,000
9	2,300	11,400	\$10,000
10	2,500	13,900	\$10,000
11	2,900	16,800	\$11,000
12	3,200	20,000	\$11,000
Total	20,000	20,000 final	\$100,000

Six acquisition channels



The funnel we must prove

185,000 sessions

Qualified attributable website visits across six channels

20,000 registrations

10.81% weighted conversion assumption

7,650 activated students

17,000 students × 45% seven-day activation

600 first valid payers

3% of all registrations after refunds and reversals

The first ninety days

Window	Evidence milestone	Cumulative cash ceiling
Days 1–30	Four demos, ten interviews 200 distinct registrations	\$4,000
Days 31–60	Three educator pilots 600 registrations and first D30 cohort	\$9,000
Days 61–90	Two repeatable channels 1,300 registrations and audited cohorts	\$15,000

Activation and learning quality gate expansion

Product demos and useful search content

4

Original videos each week

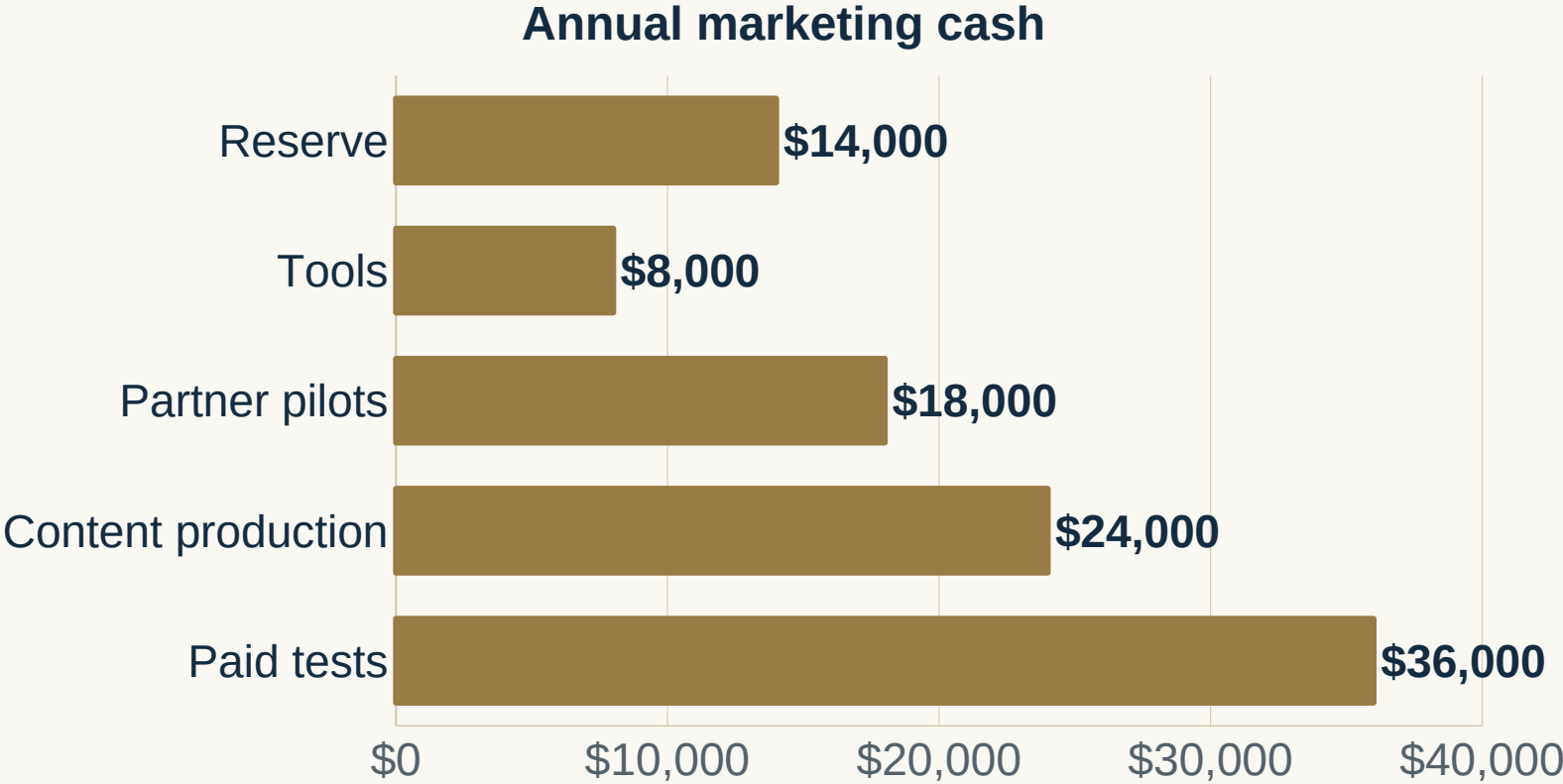
192 planned originals across 48 production weeks

Initial sixty-second demos	Search content clusters
Quick assessment and report Full mock exam workflow Mistake notebook and AI Vocabulary practice	Diagnostic and Digital SAT Mistake review and vocabulary Parent support and educators Partnership terms

The AI team and human approval

AI workstream	Weekly deliverable	Human owner
Evidence and QA	Claim ledger and real product paths	Educator + technical lead
Copy and video	Four original masters and captions	Educator + CEO
SEO editorial	One useful article and link plan	Educator + technical lead
Partner operations	Invitation drafts and asset kit	CEO before sending
Analytics and experiments	Mature cohort report and recommendations	Technical lead + CEO
Investor materials	Evidence index and update draft	CEO before disclosure

The \$100,000 cash allocation



\$5

Budget ÷
registration target

Commissions, salaries
and product AI costs sit
outside this cash plan.

Commission exposure and contribution margin

40%

Full-chain commission scenario

Illustrative \$100 commission base	Amount
Direct sale at 20%	\$20
Second tier at 10%	\$10
Third tier at 10%	\$10
Total commission	\$40

Remaining \$60 still covers refunds, fees, AI and service costs.

Sensitivity and spending gates

Planning case	Downside	Base	Stretch
Registrations	12,000	20,000	28,000
Student A7	30%	45%	55%
First valid payers	240	600	1,400
Paid registration CPA	\$24	\$18	\$12

Scale Two mature weeks, ≥ 100 registrations, A7 $\geq 45\%$, paid CPA $\leq \$18$

Pause Low activation, CPA above \$27, material claim or quality errors

The CEO operating queue

Market and launch	Confirm initial geography, launch date and channel accounts
Claims and terms	Verify 150-point evidence and published commission details
Permissions	Authorize analytics access and role-specific test accounts
First release	Approve the asset batch, recipients and cash tranche