



FINANCIAL ANALYSIS

Unit Economics

Realistic Cost Analysis at Scale

10 Sales Reps × 100 Proposals/Month
= 1,000 Proposals/Month

Generated: April 7, 2026

Total COGS: \$15 – \$333/month

Per Proposal: \$0.015 – \$0.33

Break-Even: 5 Paying Customers

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1. Token Budget Per Proposal

Each proposal requires 3 sequential AI calls:

AI Call	Input Tokens	Output Tokens	Total
Call 1: Deep-dive website scrape analysis	4,000	2,000	6,000
Call 2: Product matching + financial optimization	3,500	1,500	5,000
Call 3: Closing strategy + objection handling	2,000	1,000	3,000
Total per proposal	9,500	4,500	14,000

Monthly totals: 14,000 tokens × 1,000 proposals = **14 million tokens/month**

2. AI API Costs — Three Tiers

2.1 Budget Models (Recommended for MVP)

Model	In/1M	Out/1M	Mo. Input	Mo. Output	Total
Llama 3.3 70B	\$0.12	\$0.30	\$1.14	\$1.35	\$2.49
DeepSeek V3	\$0.14	\$0.28	\$1.33	\$1.26	\$2.59
Qwen 3 32B	\$0.10	\$0.25	\$0.95	\$1.13	\$2.08

2.2 Premium Models (Best Quality)

Model	In/1M	Out/1M	Mo. Input	Mo. Output	Total
Claude 3.5 Sonnet	\$3.00	\$15.00	\$28.50	\$67.50	\$96.00
GPT-4o	\$2.50	\$10.00	\$23.75	\$45.00	\$68.75
GPT-4o-mini	\$0.15	\$0.60	\$1.43	\$2.70	\$4.13

KEY INSIGHT

Even Claude 3.5 Sonnet—the most expensive option—costs only **\$96/month** for 1,000 proposals. That's **\$0.096 per proposal** for premium AI quality.

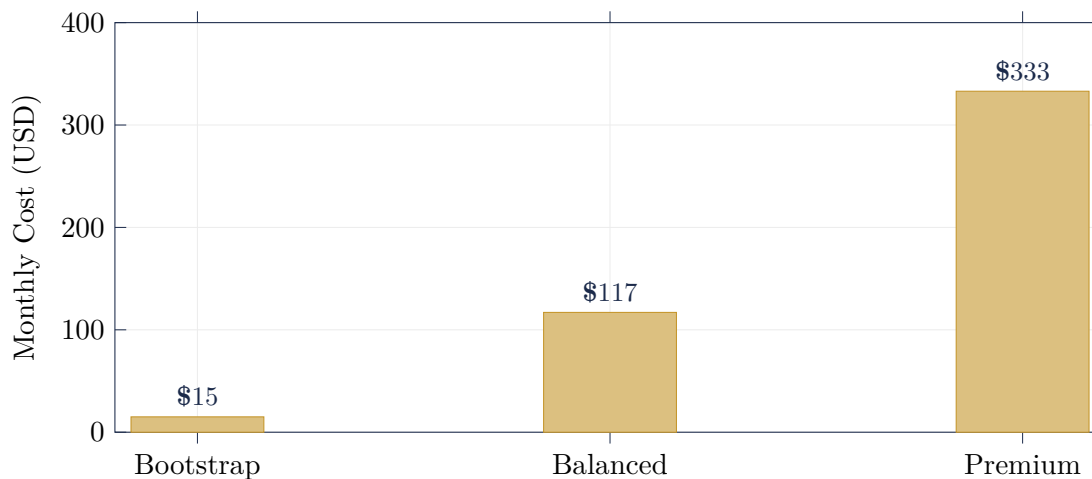
3. Web Scraping Costs

Method	Monthly Cost	Per Proposal
DIY: Cheerio + Axios (our scraper)	\$0	\$0.000
Tavily Bootstrap (15K credits)	\$100	\$0.100
Tavily Startup (38K credits)	\$220	\$0.220
Tavily Growth (100K credits)	\$500	\$0.500

4. Infrastructure Costs

Component	Provider	Monthly
App Server (2 vCPU, 8GB RAM)	Hostinger VPS KVM 2	\$8.99
Database (MySQL)	Same VPS	\$0
Redis Cache	Same VPS	\$0
Domain	Hostinger	\$1.00
SSL Certificate	Let's Encrypt	\$0
CDN	Cloudflare Free	\$0
File Storage	VPS + S3	\$3.00
Monitoring	UptimeRobot Free	\$0
PDF/PPTX Generation	PDFKit + Pptx- GenJS	\$0
Total Infrastructure		\$12.99

5. Total Monthly COGS



Line Item	Bootstrap	Balanced	Premium
AI API	\$2.08	\$4.13	\$96.00
Web Scraping	\$0	\$100.00	\$220.00
Hosting + Infra	\$12.99	\$12.99	\$16.99
Doc Generation	\$0	\$0	\$0
TOTAL COGS	\$15.07	\$117.12	\$332.99
Per Proposal	\$0.015	\$0.117	\$0.333

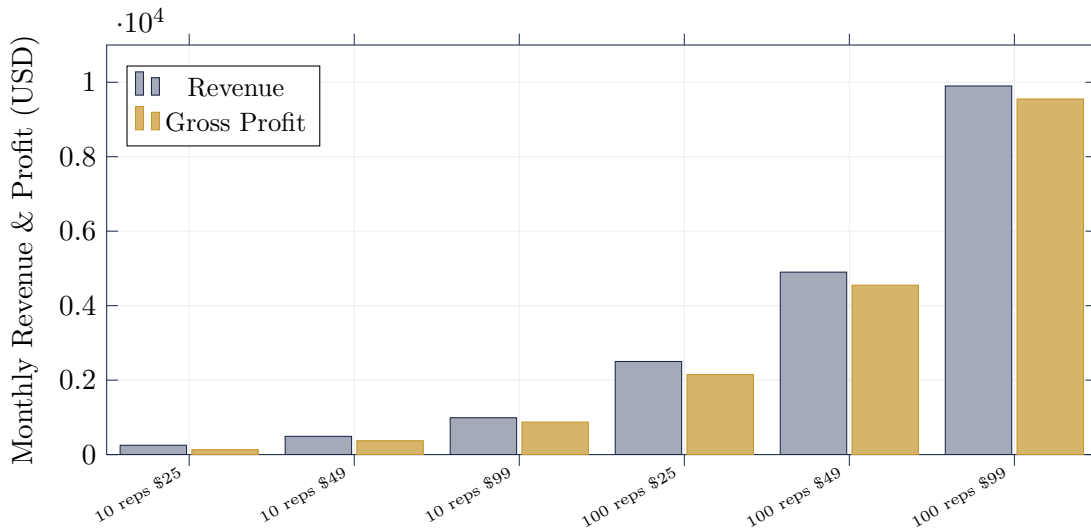
6. Revenue & Margin Analysis

6.1 10 Reps

Pricing Tier	Revenue	COGS (B)	Gross Profit	Margin
\$25/rep/mo	\$250	\$117	\$133	53%
\$49/rep/mo	\$490	\$117	\$373	76%
\$99/rep/mo	\$990	\$117	\$873	88%

6.2 At Scale: 100 Reps (10,000 proposals/month)

Pricing Tier	Revenue	COGS	Gross Profit	Margin
\$25/rep/mo	\$2,500	\$350	\$2,150	86%
\$49/rep/mo	\$4,900	\$350	\$4,550	93%
\$99/rep/mo	\$9,900	\$350	\$9,550	96%



7. Break-Even Analysis

Scenario	COGS	Price/Rep	Break-Even
Bootstrap	\$15/mo	\$25/rep	1 customer
Balanced	\$117/mo	\$25/rep	5 customers
Premium	\$333/mo	\$49/rep	7 customers

IMPORTANT

The dominant insight: AI API costs are essentially negligible at any scale. The real variable cost is web scraping (Tavily). Using the DIY Cheerio/Axios scraper we already built, you can run the entire platform for under \$15/month at 1,000 proposals. The business breaks even at **1 paying customer**.