

PLANPASS AI

Financial Model & Pre-Seed Operating Plan

3 founders, production cloud stack,
Claude/AI tooling, and Design Partner Program.
Financial Breakdown

KEY METRICS & SUMMARY CARDS

Cloud / mo	AI Tools / mo	Stipends / mo	Ops / mo	Total Burn / mo
£290	£2,450	£4,500	£500	£5,930

MONTHLY COST BREAKDOWN

Category & Line Item	Monthly Cost	Description / Purpose
Cloud Infrastructure		
VPS / Compute (Hetzner / DO)	£120	Design engine + API servers
Managed PostgreSQL	£60	Design graph + user data
Managed Redis	£35	Sessions + job queues
Object Storage (S3 / R2)	£25	Drawings, IFC, 3D meshes
Email service (Resend)	£20	Transactional + outreach
Domain + DNS + Monitoring	£30	SSL, Sentry, uptime
AI & Dev Tools		
Claude API / Pro	£1,000	Intent parsing, design plan, critique
OpenAI / LLM APIs	£400	Fallback + embedding models
Claude Code / Copilot / Cursor	£1,000	Fast AI-assisted development
GitHub + CI + Collaboration	£50	Actions, repos, project mgmt
Team Stipends		
Founder 1: Daud Ibrahim	£1,500	CEO/CTO survival stipend
Founder 2: Rostam Sodagari	£1,500	Platform lead survival stipend
Founder 3: Rekha Mathew	£1,500	Design/growth survival stipend
Operations		
Travel + firm visits	£300	On-site design partner sessions
Legal + admin + accounting	£200	Company formation, visas, books

ASSUMPTIONS & BURN BREAKDOWN

Core Assumptions: - Runway Target: 18 months - Design Partner Program: £15,000 (one-time) - Target Paying Firms: 10 initial partners - Price per Firm: £200/mo post-pilot	Monthly Burn Share: - Team Stipends (£4,500): 66.7% of total monthly burn - AI & Dev Tools (£2,450): 28.0% of total monthly burn - Operations (£500): 5.7% of total monthly burn - Cloud Infrastructure (£290): 3.3% of total monthly burn
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FUNDING ASK & ALLOCATION

Funding Range: £150,000 to £500,000 Based on an 18-month runway at £5,930/mo operational burn plus £15,000 for the Design Partner Program. This capital directly covers 3 founder stipends, production cloud stack, Claude and AI tooling, and firm onboarding until self-sustaining revenue across all target lanes.
