

Chamber XChange Network® (CXN)

3-Year Expansion Addendum: 2026–2028

“Building the Digital Backbone for America’s Business Ecosystem”

Prepared: October 2025

1 Overview

This addendum supplements the CXN Strategic Growth Plan (2026–2027), outlining the company’s 3-year scaling strategy toward national market saturation by 2028. It expands upon projected adoption, monetization, and marketplace participation beyond Phase 2, based on updated behavioral and financial data.

2 National Vision (2028 Target Snapshot)

- 7,500 chambers onboarded across 50 states
- 12M+ verified business members
- 1.78M monthly active users (12% MAU rate)
- 630K+ active bridge (Explorer) users
- National marketplace economy exceeding \$400M annualized revenue

3 Phased Expansion Roadmap

Phase	Timeline	Focus	Key Milestones
Phase 3 — Statewide Penetration & Explorer Scale	2027	Analytics Upsell + Ad Inventory Launch	Expand analytics subscriptions; Grow Explorer base 13K → 90K; Launch ad inventory + sponsorship tiers
Phase 4 — National Optimization & Marketplace Automation	2028	Partner Co-Delivery Model	Full chamber network (7,500); 630K+ active bridge users; Marketplace automation; White-label integrations

4 3-Year Revenue Forecast Summary (2026–2028)

Revenue Stream	2026	2027	2028	Total (3-Year)
Membership Subscriptions (MRR)	\$8.6M	\$16.7M	\$22.4M	\$47.7M

Setup & Onboarding Fees	\$720K	\$720K	\$660K	\$2.1M
Community Explorer (Bridge-to-Membership)	\$1.1M	\$14.5M	\$88M	\$103.6M
CXN-Owned Product Transactions	\$64.3M	\$93.4M	\$123M	\$280.7M
Chamber Commerce Fees (3.5%)	\$1.2M	\$1.2M	\$1.2M	\$3.6M
Peer-to-Peer Commerce Fees	\$100K	\$100K	\$100K	\$300K
Quarterly Analytics Subscriptions	\$1.6M	\$2M	\$2.6M	\$6.2M
Advertising & Sponsorship Revenue	\$150K	\$250K	\$300K	\$700K
Partner Referrals (3%)	\$100K	\$120K	\$140K	\$360K
TOTAL	\$77.87M	\$128.99M	\$238.40M	\$445.26M

(All projections derived from CXN_Strategic_Growth_Plan_08.19.25 with updated 3.5% transaction rate and current plan pricing.)

5 Expanded Monetization Framework

Premium Analytics Subscription: \$1,549/quarter per chamber (Regional + Statewide).

Add-ons: Strategy Session (\$250), Custom Templates (\$100), KPI Tracker Setup (\$400/year).

Advertising + Sponsorship Packages: \$10K, \$25K, \$50K tiers across livestreams, newsletters, and event hubs.

Partner Referrals: 3% commission on verified SaaS, media, and financial partnerships integrated via CXN Marketplace.

6 Behavioral Economics of Scale

As CXN grows from 300 to 7,500 chambers, network effects compound:

- Each 1,000 new chambers adds ~1.5M addressable business members.
- Each 1% rise in active engagement adds ~\$1.2M in annualized transaction revenue.
- Every 10K Explorer users yield ~\$1.08M ARR at current conversion and spend rates.

7 Narrative for Investors

The 2026–2027 Growth Plan establishes a stable base of recurring revenue. This addendum projects CXN’s evolution into a nationwide, behavior-driven network economy, capable of scaling non-linearly through user engagement, partnerships, and platform transactions. The

3-Year Expansion model demonstrates that CXN's long-term value lies not only in SaaS subscriptions but in the commerce, data, and engagement economies it enables.