# FRISA Final KPI Summary

## PILLAR H: Hardware (Device Sales + Accessories)

### H1: FRISA Pro: Device Sales

| Metric | Y1 (2026) | Y3 (2028) | Y5 (2030) | Note |
|---|---|---|---|---|
| Units sold | 3,000 | 18,000 | 50,000 | Growth-curve assumption |
| Retail price (RRP) | Rp1,299,000 | Rp1,349,000 | Rp1,349,000 | Step-up from Y3 reflects a feature refresh |
| Channel mix: Direct / Marketplace / Physical Retail | 55% / 30% / 15% | 55% / 30% / 15% | 55% / 30% / 15% | Matches BMC Channels: FRISA app (Direct), Shopee/Tokopedia (Marketplace), Electronic City & smart-home stores (Physical Retail) |
| Hardware revenue | Rp3,692 Mn | Rp23,007 Mn | Rp63,909 Mn | Direct+Marketplace at RRP, Physical Retail at wholesale (RRP less retailer's margin) |
| Blended gross margin (Direct channel) | ≈31% | ≈46% | ≈52% | Improves with unit-cost decline (component scale pricing) |

### H1: Accessories

| Metric | Y1 (2026) | Y3 (2028) | Y5 (2030) | Note |
|---|---|---|---|---|
| Accessory attach rate | 10% | 10% | 10% | % of that year's units sold |
| Accessory units sold | 300 | 1,800 | 5,000 | Units sold × attach rate |
| Accessory revenue | Rp15 Mn | Rp90 Mn | Rp275 Mn | Price steps up to Rp55,000 from Y4 |

## PILLAR S: Subscription (Premium Tier)

### S1: FRISA Premium: Subscriber Funnel

| Metric | Y1 (2026) | Y3 (2028) | Y5 (2030) | Note |
|---|---|---|---|---|
| Premium attach rate | 30% | 40% | 50% | Pro-only main model: share of that year's Pro units; Lite subscription uptake is excluded and tracked separately. |
| Premium subscribers | 900 | 7,200 | 25,000 | Units sold × attach rate (cohort-based, conservative) |
| Monthly / Annual plan split | 60% / 40% | 60% / 40% | 60% / 40% | Held flat |
| Monthly price | Rp39,000 | Rp39,000 | Rp45,000 | Step-up Y4 reflects a feature upsell |
| Annual price | Rp349,000 | Rp349,000 | Rp399,000 | ≈25% discount vs. 12× monthly |

### S1: Subscription Revenue & Cloud Cost

| Metric | Y1 (2026) | Y3 (2028) | Y5 (2030) | Note |
|---|---|---|---|---|
| Subscription revenue | Rp378 Mn | Rp3,027 Mn | Rp12,090 Mn | Monthly + annual plan revenue |
| Cloud/AI cost per active user | US$0.385/mo | US$0.34/mo | US$0.30/mo | Efficiency gains from infra optimization |
| Subscription cloud/AI COGS | Rp73 Mn | Rp518 Mn | Rp1,589 Mn | Scales with subscriber count |
| Food & recipe content partnership cost | Rp40 Mn | Rp75 Mn | Rp120 Mn | Licensing/curation fees feeding the Smart Recipes engine (BMC: Food, Recipe & F&B Content Partners) |

## PILLAR P: Partnerships & Ecosystem

### P1: Affiliate Commission (grocery / missing-ingredient links)

| Metric | Y1 (2026) | Y3 (2028) | Y5 (2030) | Note |
|---|---|---|---|---|
| Affiliate adoption (share of Premium subs) | 20% | 30% | 40% | Grows with app maturity |
| Affiliate orders / year | 4,320 | 51,840 | 240,000 | Adoption × Premium subs × 2 orders/user/month × 12 |
| Affiliate commission revenue | Rp32 Mn | Rp389 Mn | Rp1,800 Mn | 5% commission on Rp150,000 avg. order value |

### P1: B2B Data Licensing (staged pilot from Y4)

| Metric | Y1 (2026) | Y4 (2029) | Y5 (2030) | Note |
|---|---|---|---|---|
| Partners | 0 | 3 | 6 | Launch gated on install base being statistically useful |
| Fee per partner / year | - | Rp50 Mn | Rp60 Mn | Illustrative pilot pricing |
| B2B data-licensing revenue | Rp0 | Rp150 Mn | Rp360 Mn | Partners × fee |

Pro-only Main Model Financial KPIs (Post-Tax)

| Metric | Y1 (2026) | Y3 (2028) | Y5 (2030) | Note |
|---|---|---|---|---|
| Total revenue | Rp4,118 Mn | Rp26,513 Mn | Rp78,434 Mn | Pro-only main model across all three pillars; excludes incremental Lite revenue and costs. |
| Pre-tax EBITDA | -Rp2,986 Mn | Rp1,417 Mn | Rp20,650 Mn | Turns positive in Y3 |
| Corporate income tax (22%) | Rp0 | Rp312 Mn | Rp4,543 Mn | Applied only in positive-EBITDA years |
| Net cash flow, post-tax | -Rp2,986 Mn | Rp1,105 Mn | Rp16,107 Mn | Used for NPV/IRR/Payback below |

| Metric | Y1 (2026) | Y3 (2028) | Y5 (2030) | Note |
|---|---|---|---|---|
| 5-Year NPV @ 10% WACC, post-tax | - | - | Rp11,194 Mn | Explicit 5-year period; see NPV and IRR tab |
| IRR, post-tax | - | - | ≈64% | Revised down from an implausible 244% after adding founder pay, overhead, tax, working capital and a realistic CAC |
| Payback period | - | - | ≈3.6 years | Cumulative net cash flow turns positive during Y4, after 2 years of losses |
| LTV : CAC ratio | 0.68x | 1.11x | 2.10x | Below the healthy 3x benchmark throughout: see Unit Economics tab |
| Break-even units | 5,569 (vs. 3,000 planned) | 6,962 (vs. 18,000 planned) | 10,361 (vs. 50,000 planned) | Y1 falls short of break-even; comfortably cleared from Y2 onward |
| Total funding ask (incl. 20% contingency) | - | - | ≈Rp5,960 Mn (≈US$338,000) | Covers the Y1-Y2 cash trough plus one-time NRE |

## Success Metrics

A North Star Metric plus supporting metrics across four categories, so success is judged on genuine usage and mission impact, not units-shipped alone.

### North Star Metric

| Metric | Definition | Y1 Target | Y3 Target | Y5 Target |
|---|---|---|---|---|
| Monthly Active Households (Pro + Lite) | A household counts as active if the app is opened and at least one inventory update happens that month | 1,500 | 12,000 | 45,000 |

This is the North Star, not units sold, because a device sitting unused in a drawer generates no waste reduction, no subscription revenue, and no affiliate/data value: it is the number everything else in this table depends on. These targets span Pro and Lite households. Adoption percentages will be reported against measured eligible households after launch; device sales are not household counts.

## Growth Metrics

| Metric | Y1 | Y3 | Y5 | Note |
|---|---|---|---|---|
| Pro units sold | 3,000 | 18,000 | 50,000 | See REVENUE tab |
| Lite units sold | 5,000 | 32,000 | 80,000 | See Plan B - FRISA Lite tab |
| Combined annual unit sales (Pro + Lite) | 8,000 | 50,000 | 130,000 | Annual Pro + Lite unit sales; not a cumulative installed base. |
| Channel mix (Direct/Marketplace/Retail) | 55%/30%/15% | 55%/30%/15% | 55%/30%/15% | Pro; held flat by assumption |

## Engagement & Retention Metrics

| Metric | Y1 | Y3 | Y5 | Note |
|---|---|---|---|---|
| Premium attach rate | 30% | 40% | 50% | Pro-only main model: share of that year's Pro units; Lite subscription uptake is excluded. |
| Average subscriber lifetime | 24 months | 24 months | 24 months | Illustrative pre-launch planning assumption; replace with real cohort data once available |
| Affiliate adoption (share of Premium subs) | 20% | 30% | 40% | Grocery/missing-ingredient links |
| LTV : CAC ratio | 0.68x | 1.11x | 2.10x | Target: 3x+; currently below benchmark throughout, a genuine watch-item |

## Financial Health Metrics

| Metric | Y1 | Y3 | Y5 | Note |
|---|---|---|---|---|
| Total revenue | Rp4,118 Mn | Rp26,513 Mn | Rp78,434 Mn | Pro only (Plan A); add ≈Rp4.0-66.3Bn/yr if Lite (Plan B) launches |
| Pre-tax EBITDA | -Rp2,986 Mn | Rp1,417 Mn | Rp20,650 Mn | Turns positive in Y3 |
| Break-even units (Pro, Direct channel) | 5,569 | 6,962 | 10,361 | Compare against planned volume each year |

| Metric | Y1 | Y3 | Y5 | Note |
|---|---|---|---|---|
| Cash runway signal | Funding ask ≈Rp5,960 Mn covers the Y1-Y2 trough | - | - | 20% contingency included |

### Mission / Impact Metrics

Directional targets, not financial-model outputs: extrapolated from the per-household example already shown in the FRISA app prototype (Consumption Insights screen: 8.4 kg food saved, Rp326,500 saved, 21 items rescued, 31% waste reduction, 13.7 kg CO2e avoided in one month for one household).

| Metric | Per-Household Monthly Target | Y1 Fleet-Wide (at 1,500 active households) | Y5 Fleet-Wide (at 45,000 active households) |
|---|---|---|---|
| Food saved (kg) | ≈8 kg/household/month | ≈12,000 kg/month | ≈360,000 kg/month |
| Household spend saved | ≈Rp300,000-350,000/household/month | ≈Rp450-525 Mn/month | ≈Rp13.5-15.75 Bn/month |
| Waste reduction vs. household baseline | ≈30% | Fleet average target ≈30% | Fleet average target ≈30% |
| CO2e avoided | ≈13 kg/household/month | ≈19,500 kg/month | ≈585,000 kg/month |

These are planning targets for the product/impact team to track post-launch, not numbers derived from the Financial Model's revenue/cost formulas: treat them as directional until real usage data replaces the single-household prototype example they are extrapolated from.