



Our Team



Justin Lokitz
Instructor, Entrepreneur



Alex Rosandick
Client, Founder



Sarah Zuhldorf
Entrepreneur, Harvest Well



Vanessa Brown
Design Strategist, DMBA



Isha Mehta
Product Designer, DMBA



Ashna Damani
Design Strategist, DMBA



Sophie Wilton
Graphic Designer, DMBA

A man with dark hair, wearing a black turtleneck, and a woman with blonde hair, wearing a floral patterned top, are looking down at a document held by the woman. They are in a room with several coats hanging on a rack in the background. The text "IS THAT A SPREADSHEET?" is overlaid on the image in white and yellow capital letters.

IS THAT A SPREADSHEET?

#SCHITTSCREEK



The Shift

Behavioral

Couples spent an average of six hours a week reviewing, organizing and finalizing details

Economical

Over the past 5 years, guest lists have become smaller while total wedding spending continues to rise, driving up the average cost per guest.

Technological

A higher adoption rate of AI amongst couples, with nearly 20% using to help with planning

Social

2026 weddings are expected to become more interactive, creative, and personal than ever

Environmental

Couples are moving beyond traditional paper to transform invitations as they become mindful of the impact of their celebrations

Hold your bouquets...

It's about to
get interesting

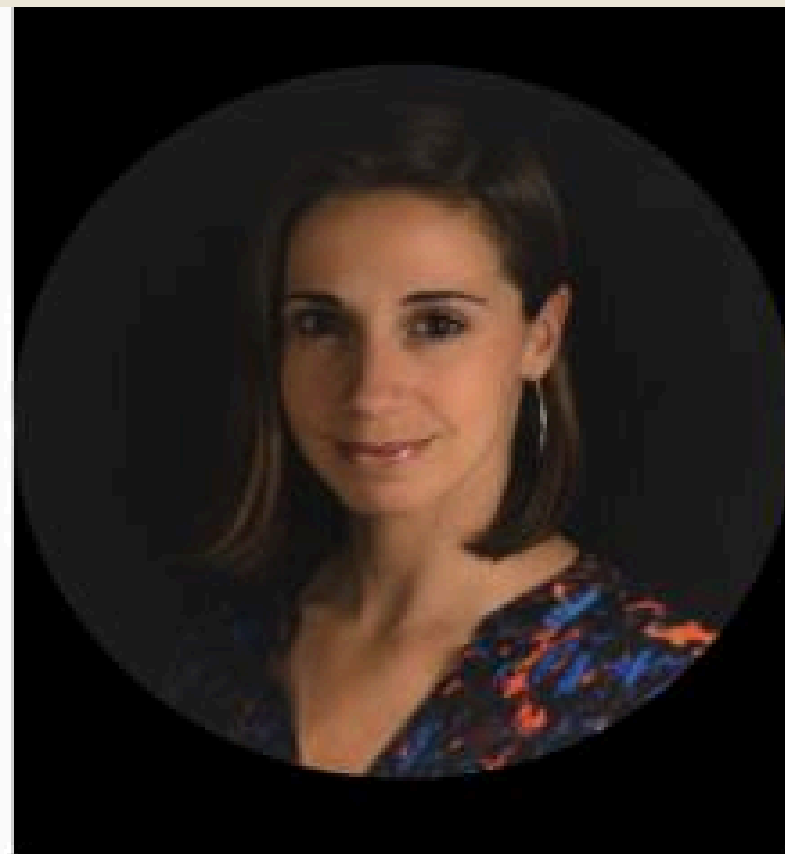




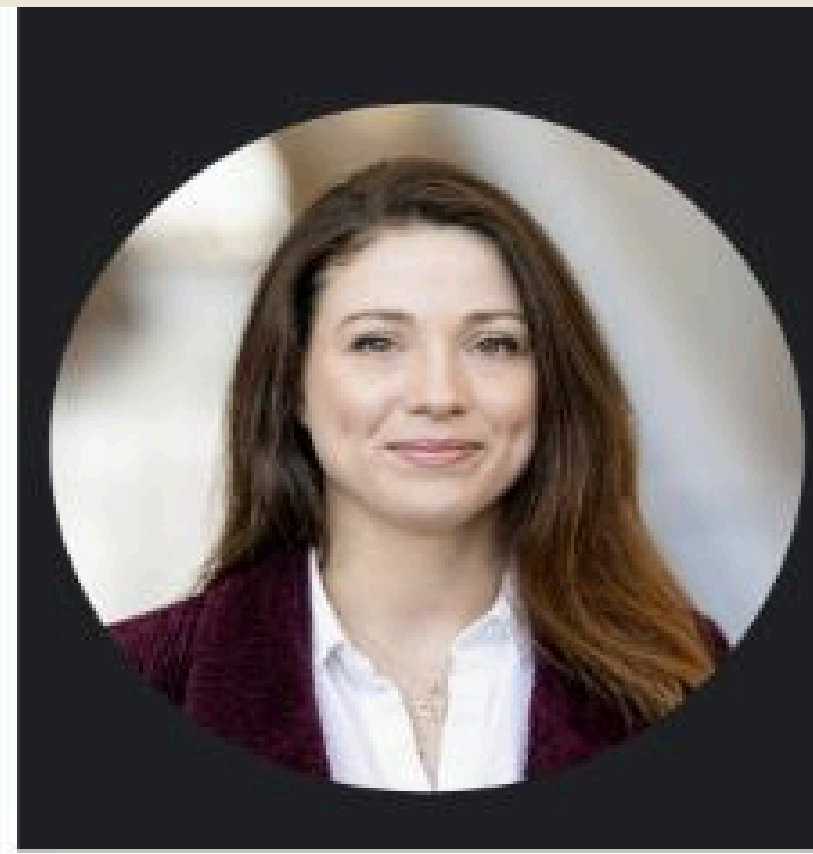
From the hearts of couples



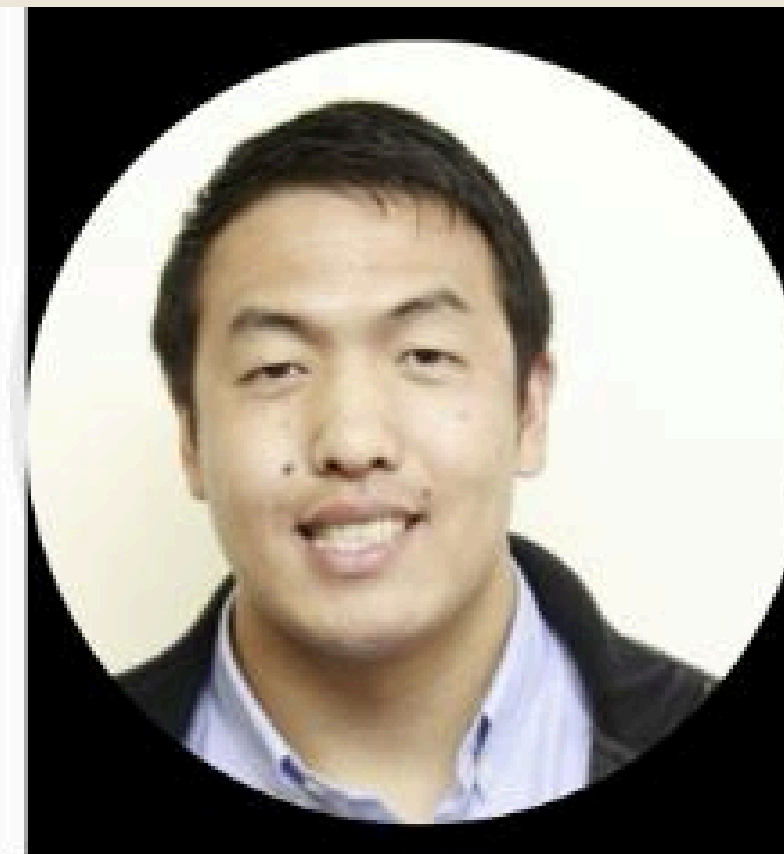
Camila
Designer



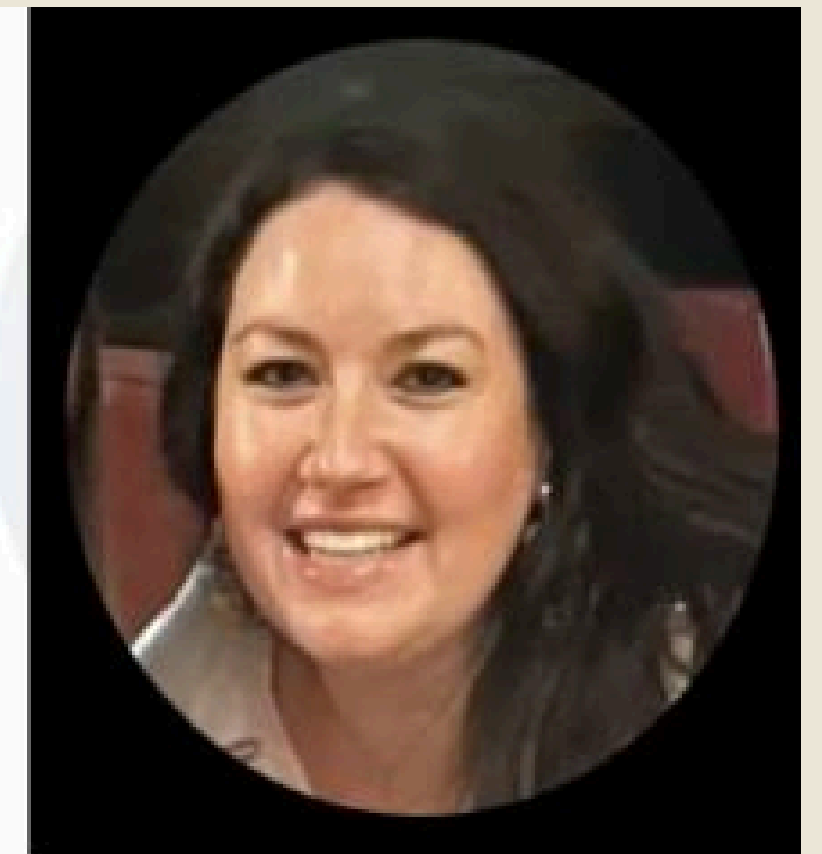
Brittany
Designer



Hannah
Designer



Brian
Non-designer



Cattie
Non-Designer

We interviewed 5 couples and surveyed 8 couples who are getting married with next 12 months or married in the last 2 years.

The real concern is...

It's not the planning. It's designing on a budget.

Guest Experience

Getting people to engage

It's about a shared community

Want guests to have an epic time

Couple's Design Style

Control over details of quality

Didn't want to be basic/ boring


Picked the site based of the design

Finances

Over budget before you know it

Money is main factor

Trying to keep the budget down

A bouquet of flowers, including pink peonies, white dahlias, and yellow roses, is shown against a blurred background of a green field and distant hills. The bouquet is tied with a light pink ribbon that trails off to the right. The text "Don't toss the bouquet yet, we've got more...." is overlaid on the left side of the image.

Don't toss the
bouquet yet,
we've got more....

Intelligent Wedding Budget Tracker

01

Automatic budget
estimation and allocation

02

Real-time data sync

03

Decision making
support

04

Streamlining
planning process



Couples find this
product valuable

Couples will pay
for this product



SOMBL

Log InStart Free Trial

Plan Your Dream Wedding, Stay on Budget

AI-powered budget tracking that adapts to your priorities. No spreadsheets, no stress—just smart planning.

Start 7-Day Free TrialGet Started



Pinterest

Sommbl Weddings's profile

S

Sommbl Weddings

sommbllweddings

0 following · 3k monthly views

About this account... more

sombl-wedding-buddy.lovable.app

Edit profile

Created

Saved

Love is dreamy.
We're realistic.

You're envisioning
Vogue. Your budget is

Create



Results have been captured over a month (14th November to 10th December). We run 1 paid campaigns and organic content on Pinterest and Lovable

Impressions ⓘ

2.97k

#of times pins appeared on screen

Engagements ⓘ

49

#of times pins were clicked/viewed

Outbound clicks ⓘ

34

#of times pins redirected audience to website

Saves ⓘ

1

Building mental availability

1.64%

Awareness

69.3%

Consideration

● 0 current visitors

Last 30 days ▾

Visitors

55

Pageviews

77

Views Per Visit

1.4

Visit Duration

31s

Bounce Rate

93%

30.95% traffic redirected from social media

0% Conversions/Signups on website

A wooden chair with a colorful floral arrangement on it, set against a blurred background of greenery.

Before you
walk down
the isle...

Guest Seating Experience

01

AI-driven seating chart optimization

02

Designer templates
community marketplace

03

Ready to print designs
in your inbox

04

Low barrier entry with
freemium version




Couples find this
product valuable

Couples will pay
for this product







Sommbll
sommbll

1 follower · 0 following · 21.9k monthly views

AI that designs your wedding signage 🤖 From guest list → to gorgeous signage in minutes

🌐 sombl-seat-studio.lovable.app and @ sommbll

Edit profile

Created

Saved

Create

Wedding Template

Love is chaotic.

Love is chaotic.

Your exes won't

0:07



Sombl

Features

Templates

How It Works

Sign In

Get Started

Wedding Signage Made Simple

AI-powered seating Charts that transform your guest list into stunning signage. Drag, drop, design with intuitive visual tools.

Start Designing Now →

Browse Templates


AI-Powered

Designer Templates

Instant Export



Note...

**SOMBL**

sommbll

Edit profile

View archive

⚙️

8 posts

2 followers

6 following

Sombl Weddings

AI that designs your wedding signage 🤖 From guest list → to gorgeous signage in minutes

🌐 sombl-seat-studio.lovable.app/%23

New

Grid

Reels

Bookmarks

Profile

Love is chaotic. We're organized.

We do the seating. You do the sipping.

Your exes won't sit together. Our AI promises.

Messages

16



Results have been captured over a month (7th November to 10th December). We run 2 paid campaigns and organic content on Pinterest and Lovable

Impressions ⓘ

25.1k

#of times pins appeared on screen

Engagements ⓘ

258

#of times pins were clicked/viewed

Outbound clicks ⓘ

170

#of times pins redirected audience to website

Saves ⓘ

18

Building mental availability

1.02%

Awareness

65.89%

Consideration



Views ⓘ

Last 30 days ▾

Nov 10 - Dec 9

● 0 current visitors

Last 90 days ▾

Visitors

265

Pageviews

450

Views Per Visit

1.7

Visit Duration

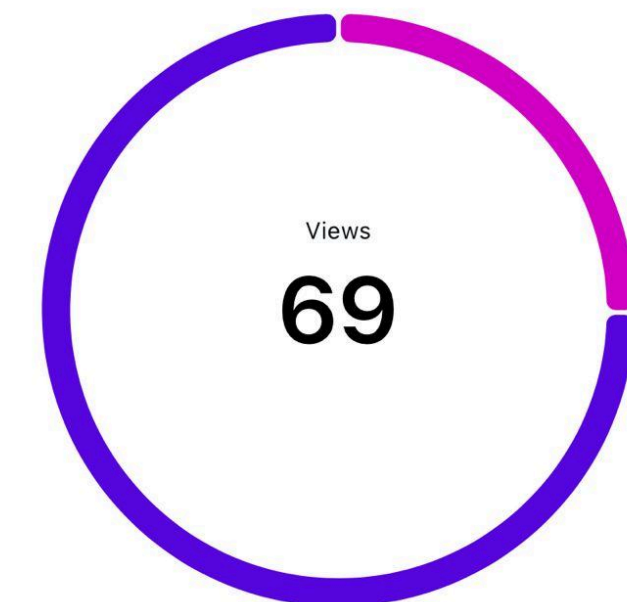
3m 17s

Bounce Rate

80%

35.78% traffic redirected from social media

1.93% Conversions/Signups on website



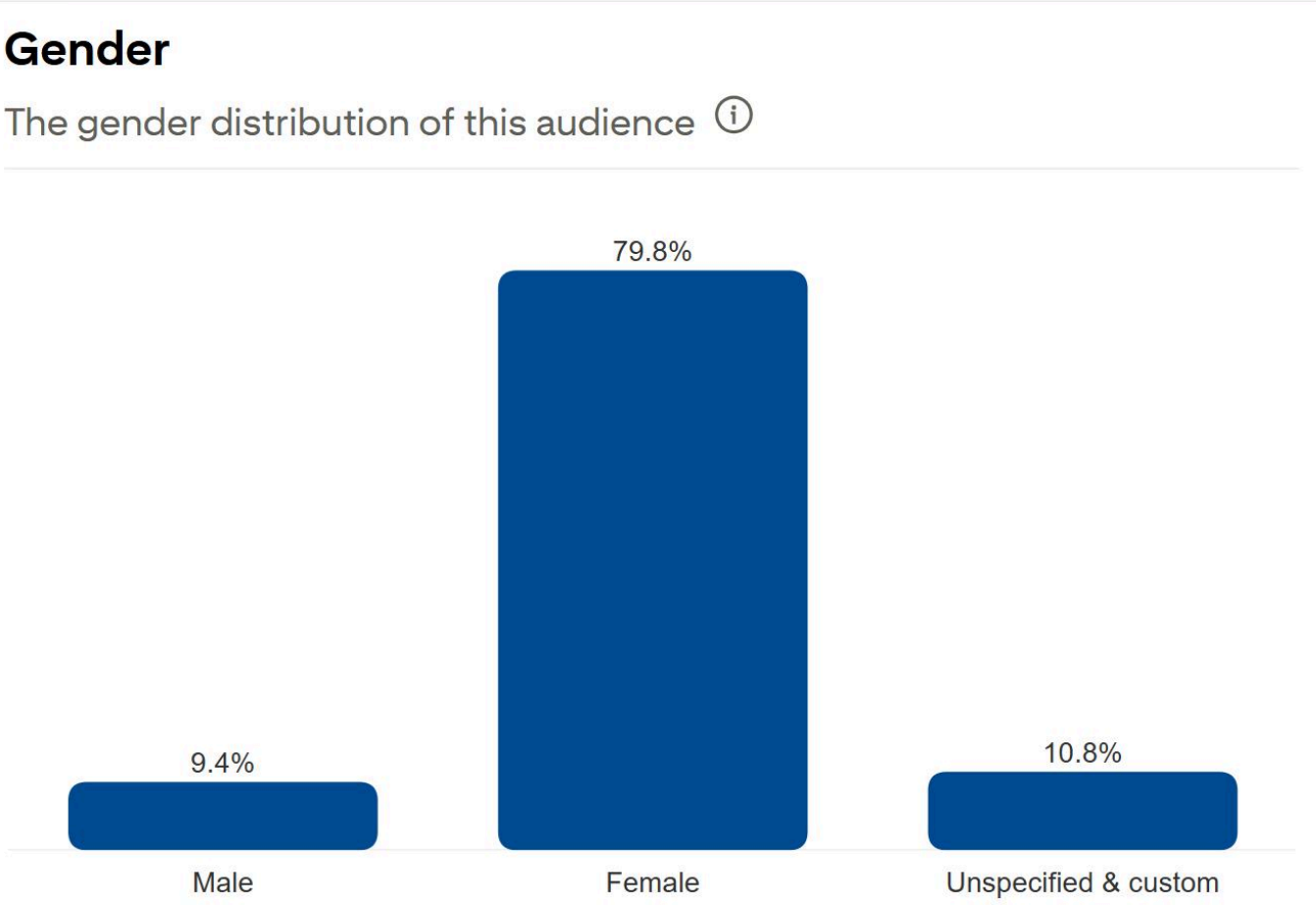


Results have been captured over a month (7th November to 10th December). We run 2 paid campaigns on Pinterest

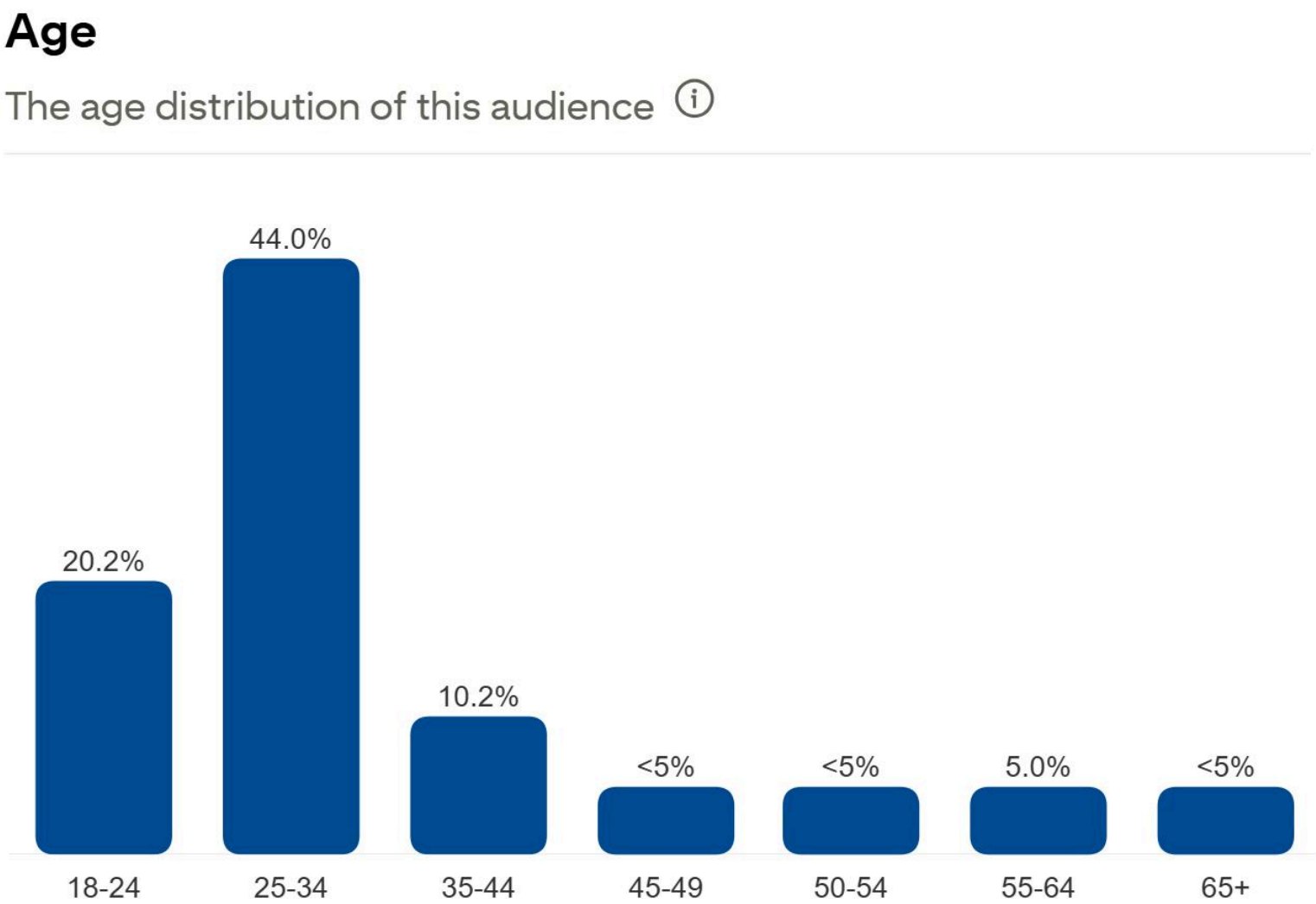
Engagement by Country | Device | Gender | Age | Interest

Country	Visitors
US United States	235
CN China	6
MX Mexico	1
RU Russia	1
IR Iran	1
ES Spain	1

Device	Visitors
Mobile	64.2%
Desktop	35.5%
Tablet	0.4%



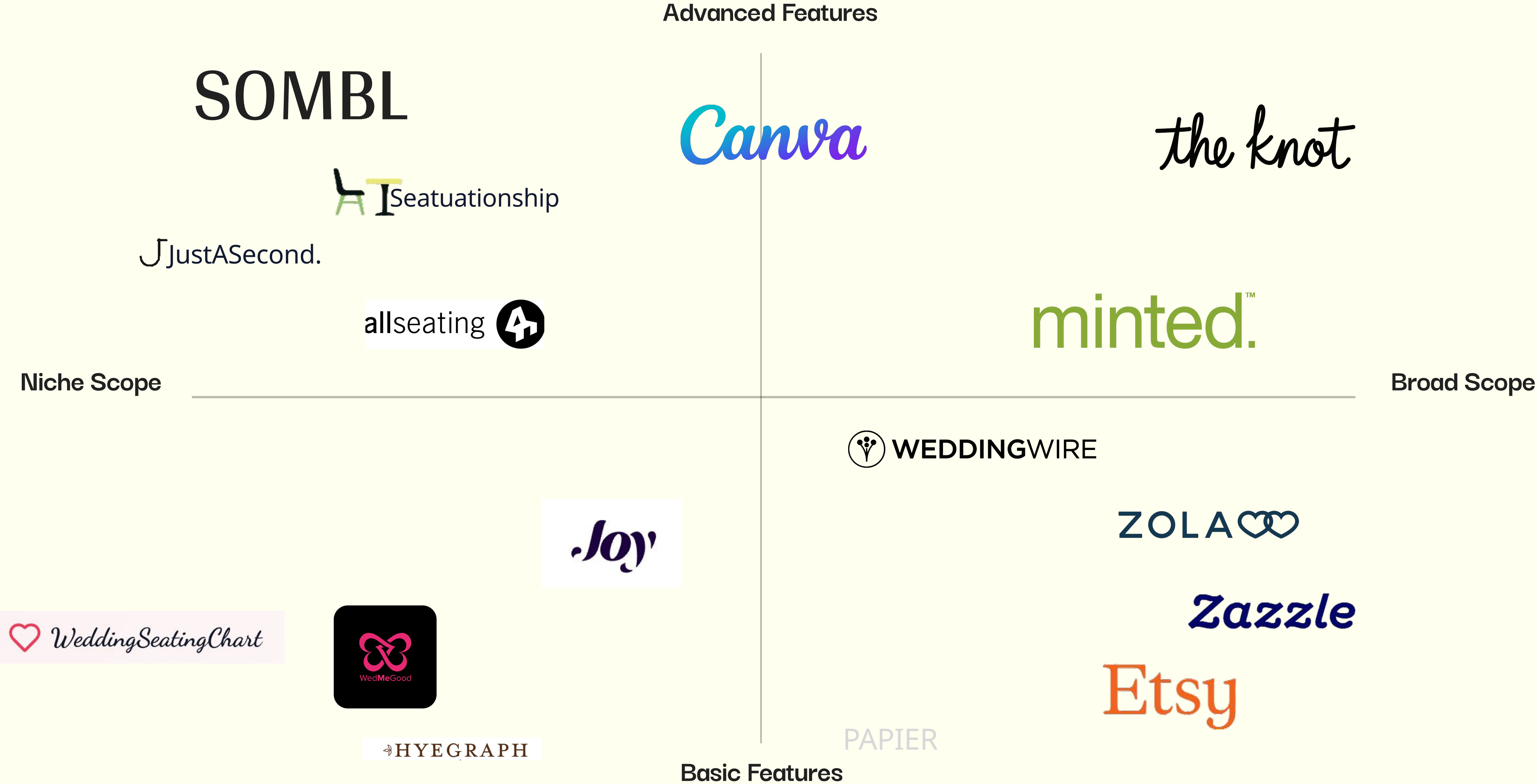
wedding1.82x69.7%



Before we pop
the champagne,
let's pop into the
next part...



Competitive Landscape



Market Sizing

SOMBL

1,760

Weddings captured in 2026 (0.1%)

SAM

1.76M

Still prefer large scale wedding in the USA (80%)

TAM

2.2M

Weddings in the USA between 2024-2025



Market Sizing

SOMBL

\$1.056M

Market share captured in 2026 (0.1%)

SAM

\$0.52B

Average revenue generated from seating signages

TAM

\$72.6B

Average revenue generated from weddings in USA



SOMBL exists to help people celebrate the relationships that matter. By 2028, we hope to capture about 2% event planning market to help approx 18,000 customers create personalized moments across social and corporate events. With designer templates and intuitive AI tools, SOMBL will be the simple, joyful platform people turn to for celebrating bonds.



SOMBI

Roadmap to Launch (30 days)

Continue to
conduct Qual/
Quant research
across all
consumer
segment

Buy
SOMBL
Domain
for all
socials

Expand
on other
social
channels
for ads

Research on
pricing
strategy
and
positioning



Roadmap to Launch (60 days)

Define
branding
strategy,
vision, and
leadership
values

Pivot, if
required for
strong
market
penetration

Building
investors
pitch and
networks

Develop
end-to-end
business
website for
complete
userflow



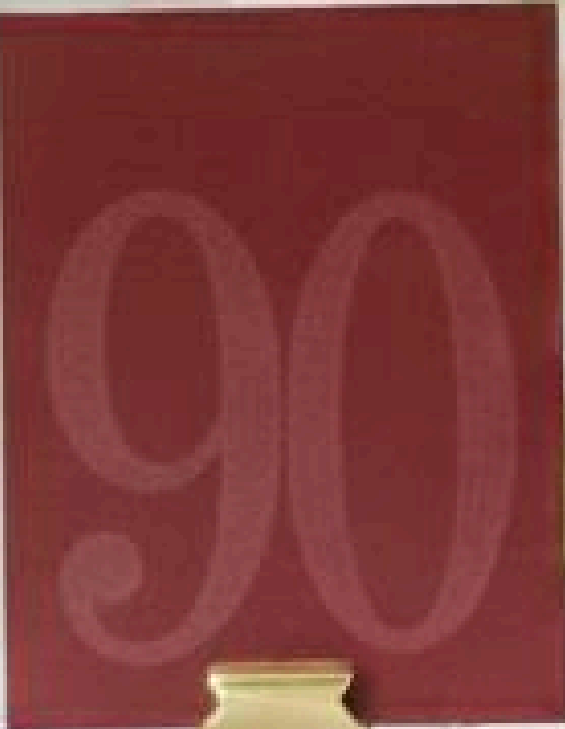
Roadmap to Launch (90 days)

Plan
comprehensive
growth KPIs
and metric
for scale

Plan
marketing/
launch
strategy

Strategize
partnerships
and
collaborations

Build a
team and
strong
network in
the industry



Roadmap to Launch (120 days)

LAUNCH THE SOMBL MINIMUM BELIEVEABLE PRTOTYPE



What can SOMBL can look like in next 3 years?

2026

MVP & Core tech

Offering AI seating chart optimization and designer's template to
1,760 Weddings
(Early Adopters)

Revenue: ~\$63k

2027

AI Tech Expansion

Offering one click integration for cohesive design bundle for print ready signages to
3,100 Weddings

Revenue: ~\$135k

2028

Transition

Offering sustainable signages beyond traditional materials to
social and corporate events
5,600 Weddings

Revenue: ~\$273k

Metrics and KPI

Acquisition

- Traffic generated on social channels
- Signups /waitlist joined

Retention

- Returning users on socials and platform
- Bounce rate/Pages viewed
- Time spent on platform

Monetization

- Sales/revenue month over month and year over year
- Gross profit %

Future risks and considerations

01

Increase in use of
digital media than
print media

02

Increase in virtual/
hybrid events than
in-person events

03

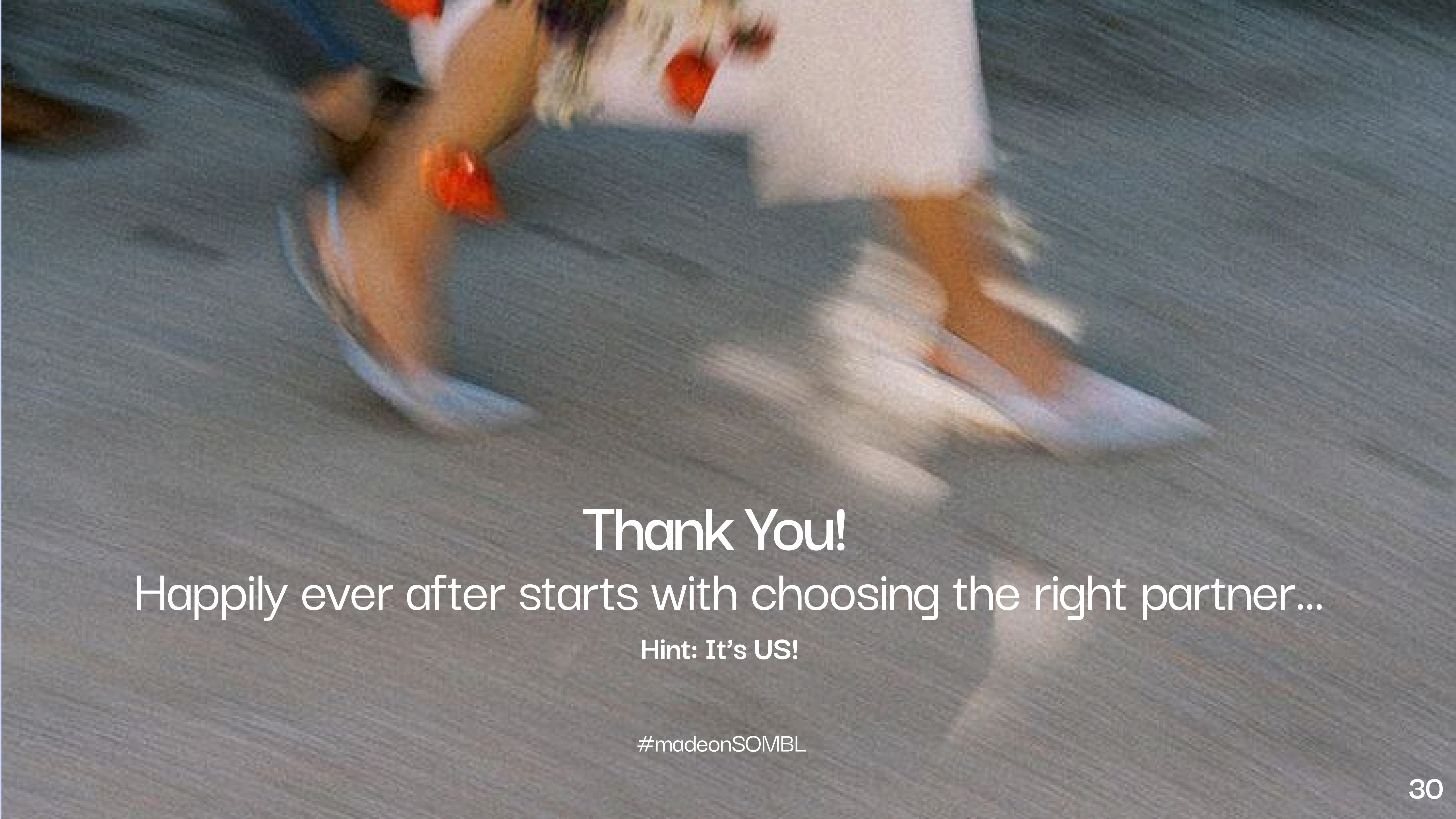
Waste generated
from printed
materials

04

Immersive
technologies and
AI capabilities

05

Market Share and
Competition



Thank You!
Happily ever after starts with choosing the right partner...

Hint: It's US!

#madeonSOMBL

Appendix

The real concern is...

It's not the planning. It's designing on a budget.

Guest Experience

"It's about getting people to engage with each other, get people talking"

"It's for you, but you are factoring in so many things for everyone else" "

"Looking for curated and special. Super important to get the magic, that guests feel this is not just another wedding, it is us."

Couple's Design Style

"Control over all the details of quality"

"Didn't want to be basic/ boring"

"We ultimately picked the site based of the design we liked best "

"feel like we really did what we wanted...it's us"

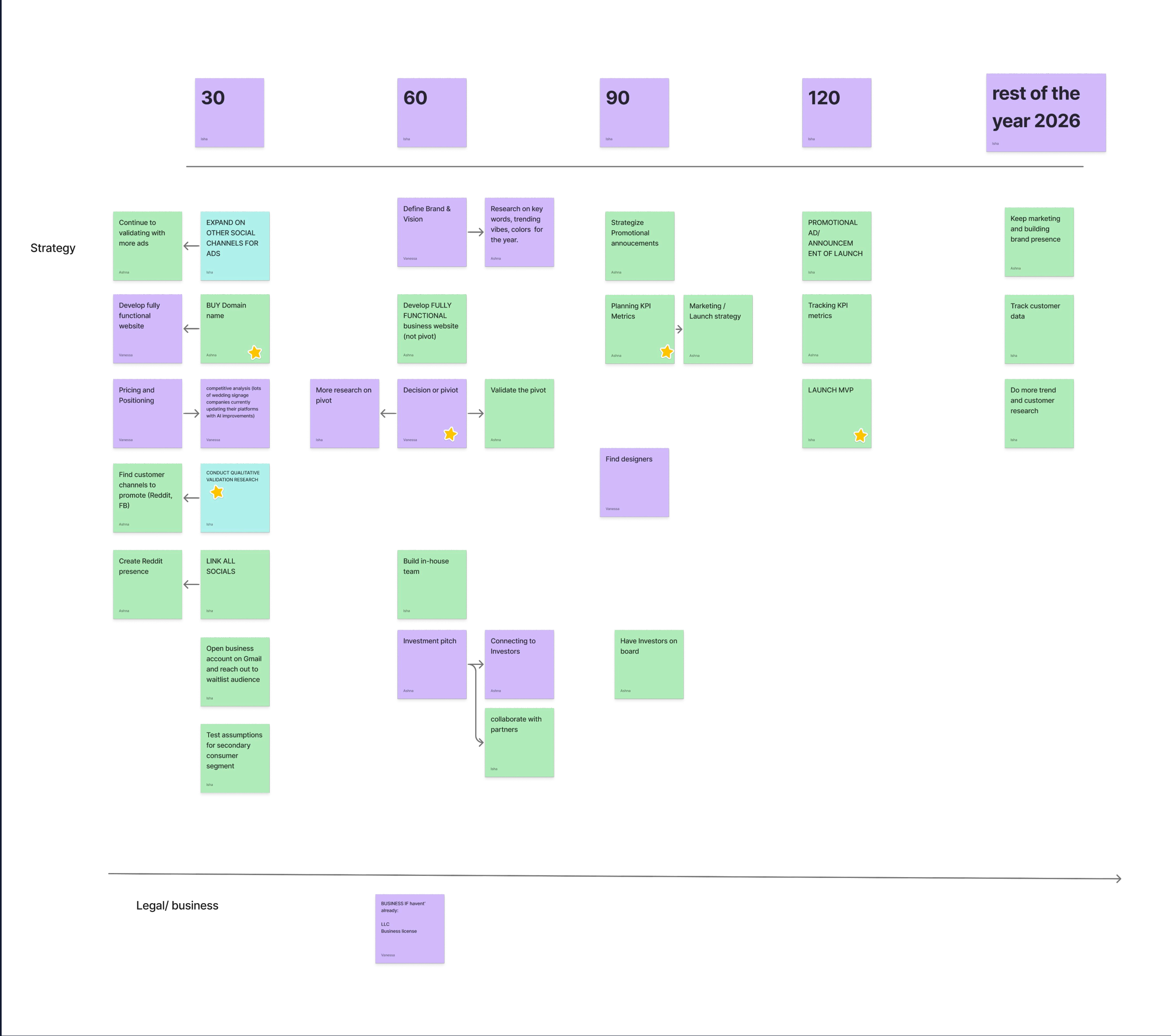
Budget

" Weddings can be expensive, wanted to keep it on cheaper end"

"Money is a factor since we are spending so much"

"We were trying to keep the budget down. We wanted it nice but had to let things go"

120 day Launch plan



Persona



Kelly & Quinn

“Work hard to play hard”

- Age 28 & 33
- Occupation: Healthcare, Animation Designer
- Los Angeles, California
- More info
- More info

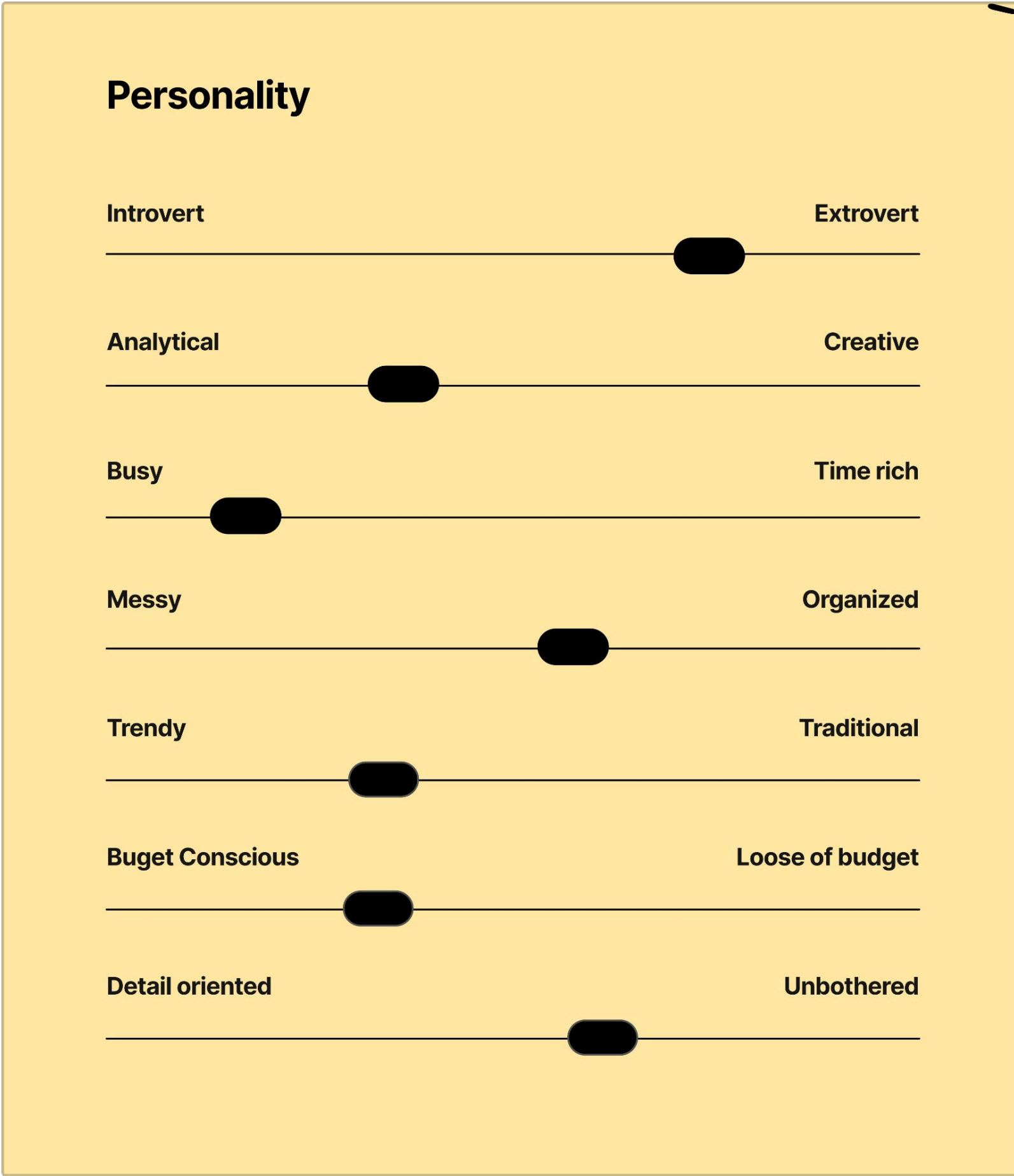
io

ecretly bond over process improvements on their first date.
nown each other for 6 years... there might be bun in the oven.
ew home owners who love to host.
ngaged: 6 months to wedding
udget: 35k
omfortable with Tech
IY
/edding size: 115

Link 1

Link 2

Link 3



User Interview Video

<https://share.descript.com/embed/fOZe135cxLf>

Persona

Interests

Travelers, backpacking

Vanessa

Home renovation

Vanessa

Cooking and canning

Vanessa

Hosting gatherings

Ashna

Influences

Family

Vanessa

Travels / culture

Ashna

Education

Ashna

Money \$\$

Ashna

Goals

Have a great party (all guest have a good time)

Vanessa

A gathering with friends & family to celebrate

Ashna

High level of new friend interactions among both sides of wedding

Vanessa

create some wow- and "insta-grammable" moments

Vanessa

Needs and expectations

Quick: Need this to be effective use of time. (limited on time)

Vanessa

Make the process as easy as possible

Ashna

Personalized and unique to showcase their love journey

Vanessa

Guest experience is premium

Vanessa

Motivations

Finding trendy and current designs without research

Ashna

Easy and quick seating chart with a fun personality test

Ashna

love innovation

Vanessa

enjoy removing unnecessary steps

Vanessa

Pain points and frustrations

Don't have time to fiddle with things, need them to work the first time or just accept what it looks like

Vanessa

Don't want to compare 10 different sites for designs

Ashna

managing the social interaction.....of diverse friend groups (the people that can talk about poop while eating & the people who get down with an excel spread sheet!)

Vanessa

Don't want to spend hours thinking about seating arrangements

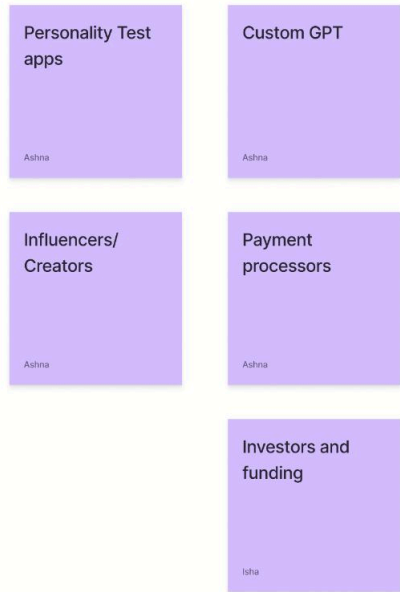
Ashna

Business Model Canvas - 2026

BMI • Business model canvas

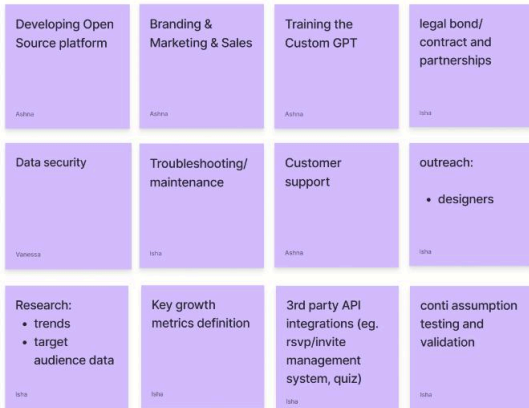
Key partners

Who are your most important partners?
Which key resources do you acquire from partners?
Which key activities do your partners perform?



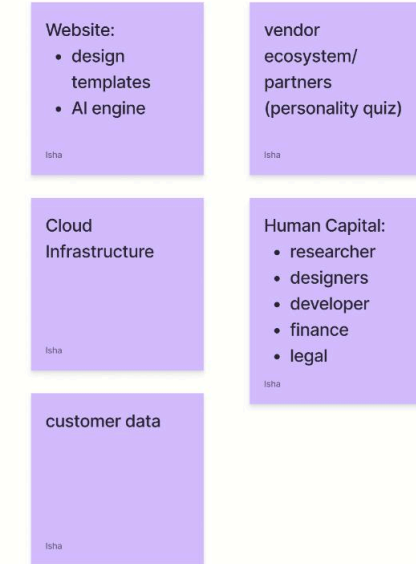
Key activities

What are the activities you perform every day to create & deliver your value proposition?



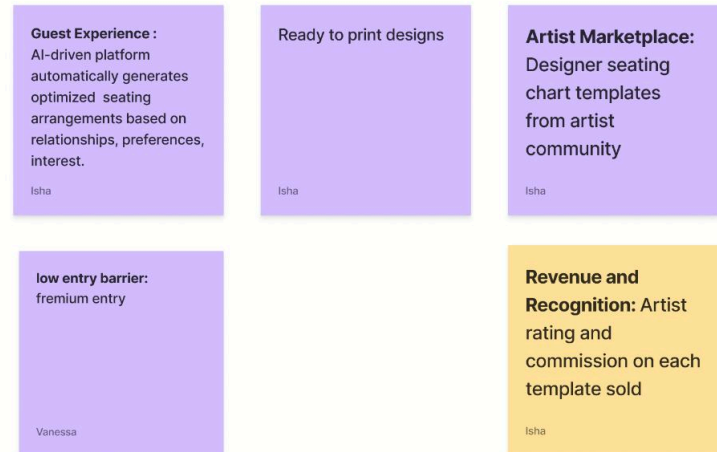
Key resources

What are the resources you need to create & deliver your value proposition?



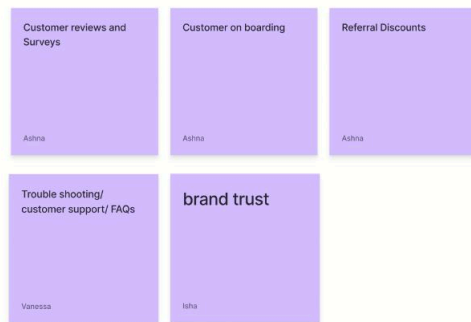
Value propositions

What is the value you deliver to your customer?
Which of your customer's problems are you helping to solve?
What is the customer need that your value proposition addresses?
What is your promise to your customers?
What are the products and services you create for your customer?



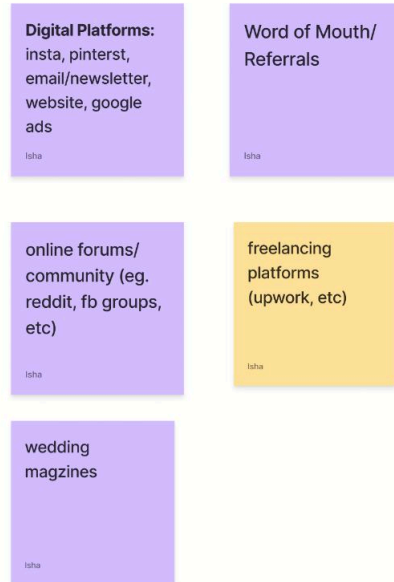
Customer relationships

What relationship does each customer segment expect you to establish and maintain?



Channels

How does your value proposition reach your customer? Where can your customer buy or use your products or services?



Customer segments

For whom are you creating value?
What are the customer segments that either pay, receive or decide on your value proposition?



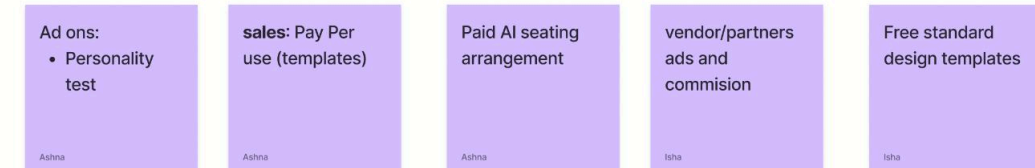
Cost structure

What are the important costs you make to create & deliver your value proposition?



Revenue streams

How do customers reward you for the value you provide to them?
What are the different revenue models?



TAM/SAM/SOM - 2026

SOM

- Year 1 (Q1–Q4): 1,780

P&L Statement - 2026

Year 1: 15% QoQ, total = 1,780

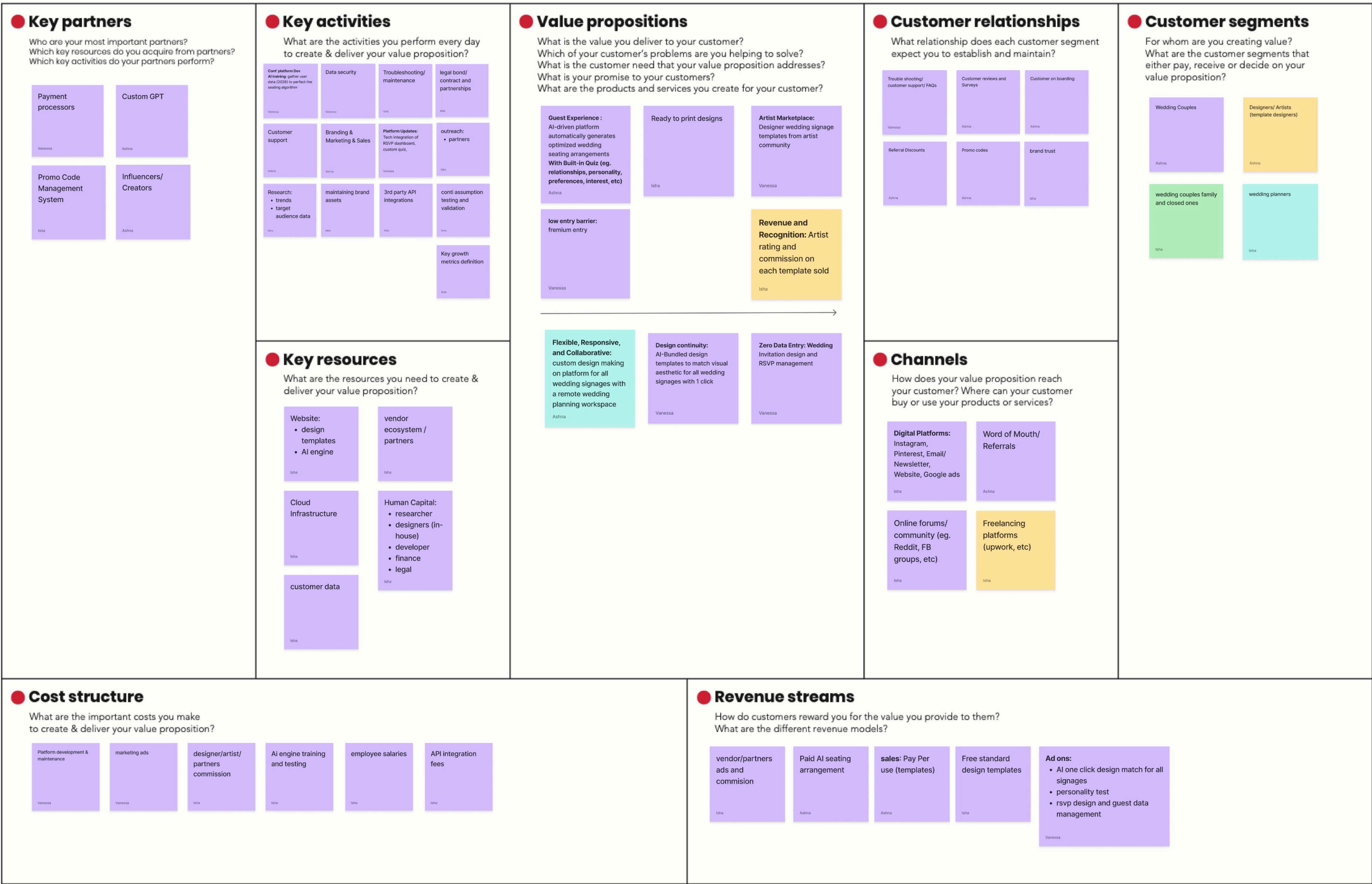
- Q1: 356.47
- Q2: 409.94
- Q3: 471.43
- Q4: 542.15

- Year 1 (Q1–Q4): 1,780

		15% QoQ				
	seating	AI	Print	Sustain	total	
Year 1	44,500	18,690			63,000	
Year 2	77,500	43,400	12,000		133,300	
Year 3	136125	85758	21780	29403	273,000	
ADOPTION RATE	Y1	Y2	Y3			
AI Adoption	30%	40%	45%			
Std Print Adoption	0%	20%	12%			
Eco Print Adoption	0%	0%	15%			
PRICING	VALUE		DRIVER	VALUE		
Template Price	25		Weddings (Year 1)	1,780		
AI Seating Price	35		Weddings (Year 2)	3100		
Std Print Comm.	20		Weddings (Year 3)	5445		
Eco Print Comm	45					
			SEASONALITY			
			Q1 %	23%		
			Q2 %	34%		
			Q3 %	28%		
			Q4 %	15%		

Business Model Canvas - 2027

BMI • Business model canvas



Quest Experience :

AI-driven platform automatically generates optimized wedding seating arrangements

With Built-in Quiz (eg. relationships, personality, preferences, interest, etc)

Ashna

Ready to print designs

Isha

Artist Marketplace:

Designer wedding signage templates from artist community

Vanessa

low entry barrier:

premium entry

Vanessa

Revenue and Recognition:

Artist rating and commission on each template sold

Isha

Flexible, Responsive, and Collaborative:

custom design making on platform for all wedding signages with a remote wedding planning workspace

Ashna

Design continuity:

AI-Bundled design templates to match visual aesthetic for all wedding signages with 1 click

Vanessa

Zero Data Entry: Wedding

Invitation design and RSVP management

Vanessa

Trouble shooting/ customer support/ FAQs

Vanessa

Customer reviews and Surveys

Ashna

Customer on boarding

Ashna

Referral Discounts

Ashna

Promo codes

Ashna

brand trust

Isha

Wedding Couples

Ashna

Designers/ Artists (template designers)

Ashna

wedding couples family and closed ones

Isha

wedding planners

Isha

Digital Platforms:

Instagram, Pinterest, Email/ Newsletter, Website, Google ads

Isha

Word of Mouth/ Referrals

Ashna

Online forums/ community (eg. Reddit, FB groups, etc)

Isha

Freelancing platforms (upwork, etc)

Isha

Platform development & maintenance

Vanessa

marketing ads

Vanessa

designer/artist/ partners commission

Isha

AI engine training and testing

Isha

employee salaries

Isha

API integration fees

Isha

vendor/partners ads and commission

Isha

Paid AI seating arrangement

Ashna

sales: Pay Per use (templates)

Ashna

Free standard design templates

Isha

Ad ons:

• AI one click design match for all signages

• personality test

• rsvp design and guest data management

Vanessa

TAM/SAM/SOM - 2027

SOM

- Year 2 (Q5–Q8): 3,113.22

P&L Statement - 2027

Continuing to compound 15% each quarter:

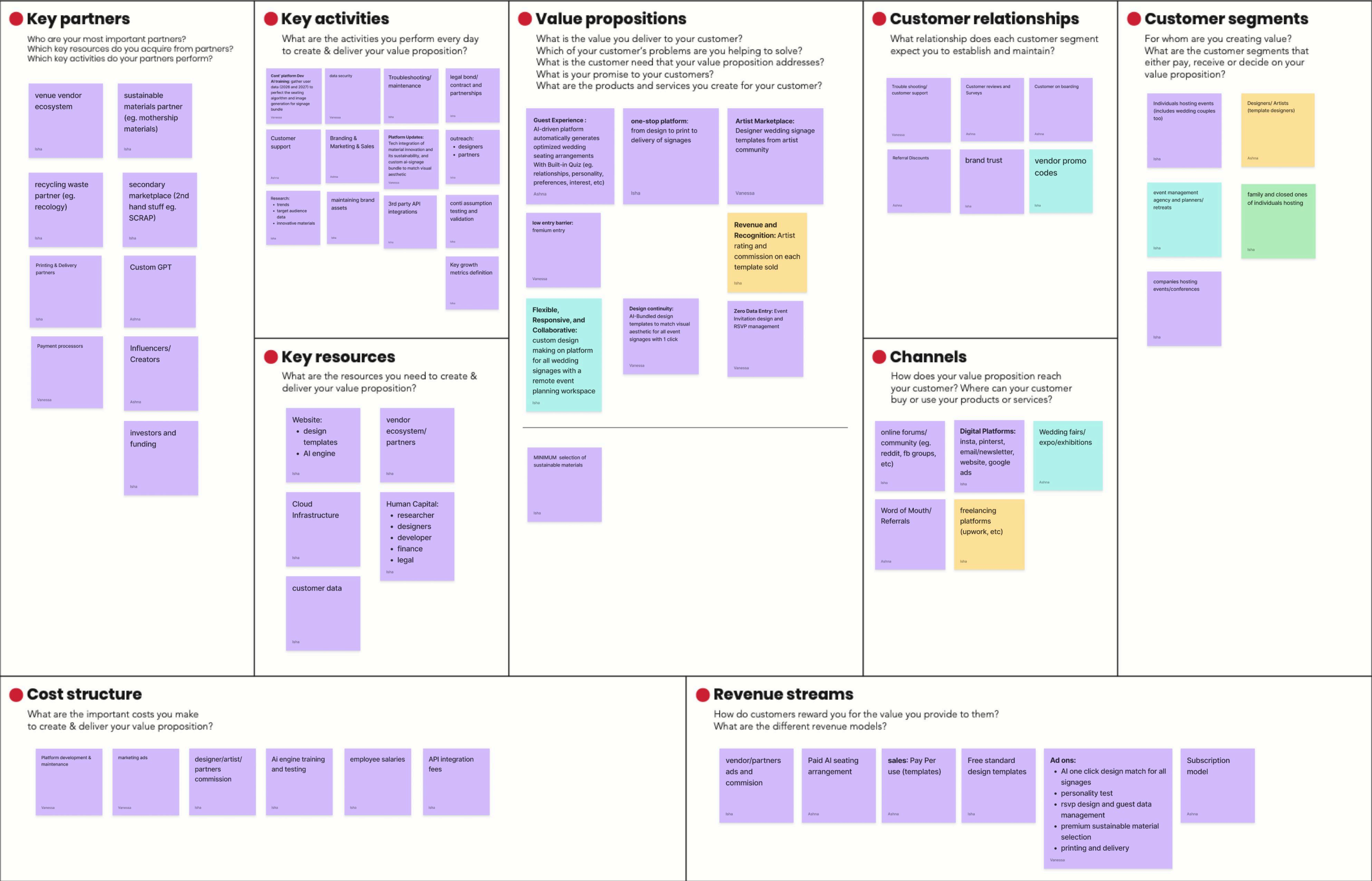
- Q5: 623.47
- Q6: 716.99
- Q7: 824.54
- Q8: 948.22

- Year 2 (Q5–Q8): 3,113.22

[illegible]

Business Model Canvas - 2028

BMI • Business model canvas



data security

Vanessa

Troubleshooting/ maintenance

ishta

legal bond/ contract and partnerships

ishta

Customer support

Ashna

Branding & Sales

ishta

Platform Updates: Tech integration of material innovation and its sustainability, and custom ai-signage bundle to match visual aesthetic.

Vanessa

outreach: • designers • partners

ishta

Research: • trends • target audience data • innovative materials

ishta

maintaining brand assets

ishta

3rd party API integrations

ishta

conti assumption testing and validation

ishta

Key growth metrics definition

ishta

Website: • design templates • AI engine

ishta

Cloud Infrastructure

ishta

customer data

ishta

vendor ecosystem/ partners

ishta

Human Capital: • researcher • designers • developer • finance • legal

ishta

Guest Experience : AI-driven platform automatically generates optimized wedding seating arrangements With Built-in Quiz (eg. relationships, personality, preferences, interest, etc)

Ashna

one-stop platform: from design to print to delivery of signages

ishta

Artist Marketplace: Designer wedding signage templates from artist community

Vanessa

low entry barrier: premium entry

Vanessa

Revenue and Recognition: Artist rating and commission on each template sold

ishta

Design continuity: AI-Bundled design templates to match visual aesthetic for all event signages with 1 click

Vanessa

Zero Data Entry: Event invitation design and RSVP management

Vanessa

Flexible, Responsive, and Collaborative: custom design making on platform for all wedding signages with a remote event planning workspace

ishta

MINIMUM selection of sustainable materials

ishta

Trouble shooting/ customer support

Vanessa

Customer reviews and Surveys

Ashna

Customer on boarding

Ashna

Referral Discounts

Ashna

brand trust

ishta

vendor promo codes

ishta

online forums/ community (eg. reddit, fb groups, etc)

ishta

Word of Mouth/ Referrals

Ashna

Digital Platforms: insta, pinterst, email/newsletter, website, google ads

ishta

freelancing platforms (upwork, etc)

ishta

Wedding fairs/ expo/exhibitions

Ashna

Individuals hosting events (includes wedding couples too)

ishta

Designers/ Artists (template designers)

Ashna

event management agency and planners/ retreats

ishta

family and closed ones of individuals hosting

ishta

companies hosting events/conferences

ishta

Platform development & maintenance

Vanessa

marketing ads

Vanessa

designer/artist/ partners commission

ishta

AI engine training and testing

ishta

employee salaries

ishta

API integration fees

ishta

vendor/partners ads and commission

ishta

Paid AI seating arrangement

Ashna

sales: Pay Per use (templates)

Ashna

Free standard design templates

ishta

Ad ons: • AI one click design match for all signages • personality test • rsvp design and guest data management • premium sustainable material selection • printing and delivery

Vanessa

Subscription model

Ashna

© Business Models Inc

www.businessmodelgeneration.com

TAM/SAM/SOM - 2028

- Q9: 1,090.46
- Q10: 1,254.03
- Q11: 1,442.13
- Q12: 1,658.45

- Year 3 (Q9–Q12): 5,445.07

		15% QoQ				
	seating	AI	Print	Sustain	total	
Year 1	44,500	18,690			63,000	
Year 2	77,500	43,400	12,000		133,300	
Year 3	136125	85758	21780	29403	273,000	
ADOPTION RATE	Y1	Y2	Y3			
AI Adoption	30%	40%	45%			
Std Print Adoption	0%	20%	12%			
Eco Print Adoption	0%	0%	15%			
PRICING	VALUE		DRIVER	VALUE		
Template Price	25		Weddings (Year)	1,780		
AI Seating Price	35		Weddings (Year)	3100		
Std Print Comm.	20		Weddings (Year)	5445		
Eco Print Comm	45					
			SEASONALITY			
			Q1 %	23%		
			Q2 %	34%		
			Q3 %	28%		
			Q4 %	15%		

Brand Name

SOMBL

Aa

Arya Regular

Colors

Typography and Font

Primary

Secondary

#121A31

#B8E5FF

#EF5F23

#CB0118

#222222

#FFFDFC

Aa

Darker Grotesque

Aa

Noto Sans

Heading 1 32px Regular

Heading 2 48px Semi-Bold

Heading 3 64px Extra-Bold

Body Text 1 24px Light

Body Text 2 18px Regular

Body Text 3 12px Medium

BM●Cover story[®] canvas

● **Cover**
e.g. magazine, e-zine, billboard, newspaper



@Somblweddings

"we were able to make signage last minute and also take a nap"

Hashtags

#MadeOnSombl #somblwedding

#AISeatingCharts

#OnSombl #AIWedding

@Somblweddings

"Attended my friends wedding and had so much fun. Love the perfect seating arrangements with all my favorite people at my table."



© Business Models Inc



● **Big headlines**

Get your guess work out of your guests list

**We do sitting.
You do Sipping.**

**Sitting chart panic?
We wouldn't know.**

● **Quotes**

“ It was easy, amazing and did everything on its own” - Ben

● **The interview**

“ Took so much guess work out of the process and made it simple and easy in the last weeks when all we wanted to do is relax ”
- Sandy

“ I watched my friend pull his hair the week before his wedding with last minute seating... My future bride and I were sipping martinis while making our seating charts ” - Simon

● **The bottom line**

Experience the ease and elegance of wedding signage, making sure your special day is unforgettable for you and your guests

Upload your guest list and let our AI do the rest.

Saves hours of stress and let SOMBL do the seating charts



Adapted from the Grove, David Sibbet

Brand Vision (Signage)

Brand Tone

- Quirky
- Playful
- Humorous
- Fun-loving

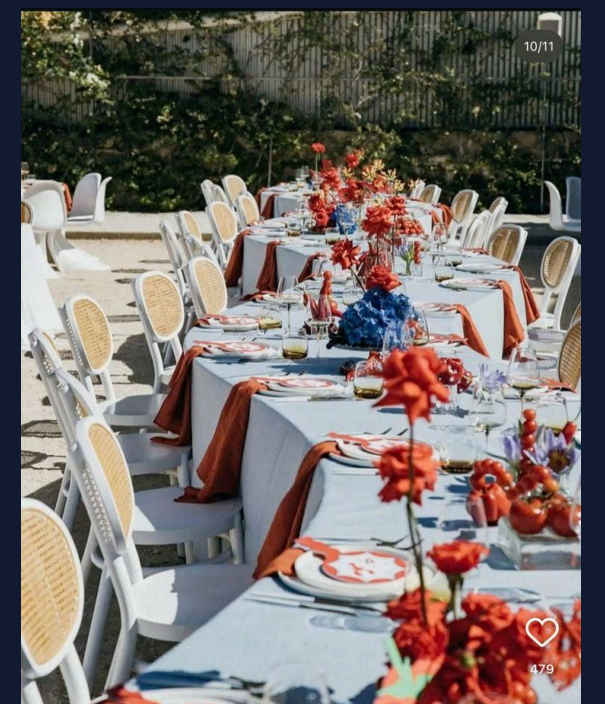
Hashtag

- #AISeatingArrangements
- #WeddingAesthetics
- #AIWeddings
- #WeddingSigns
- #WeddingSeatingCharts

Key Words

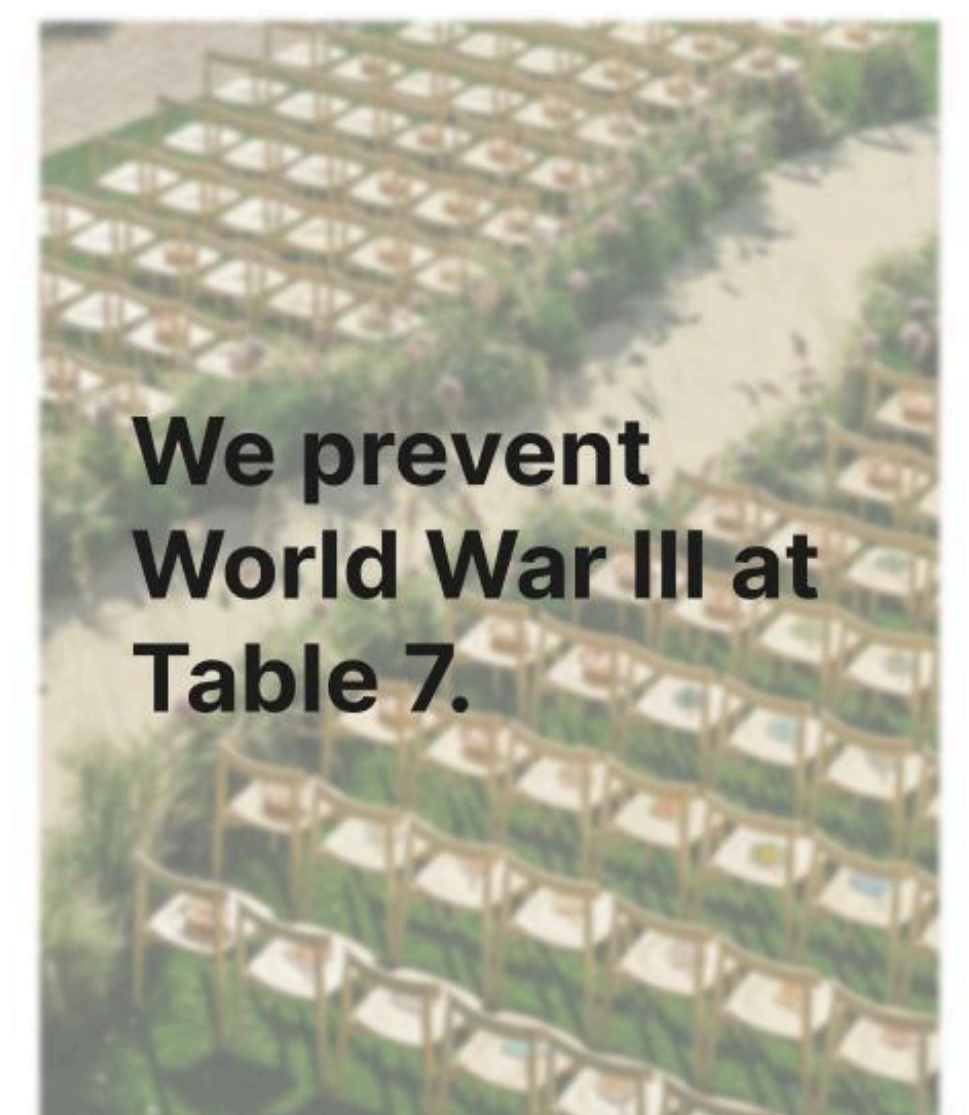
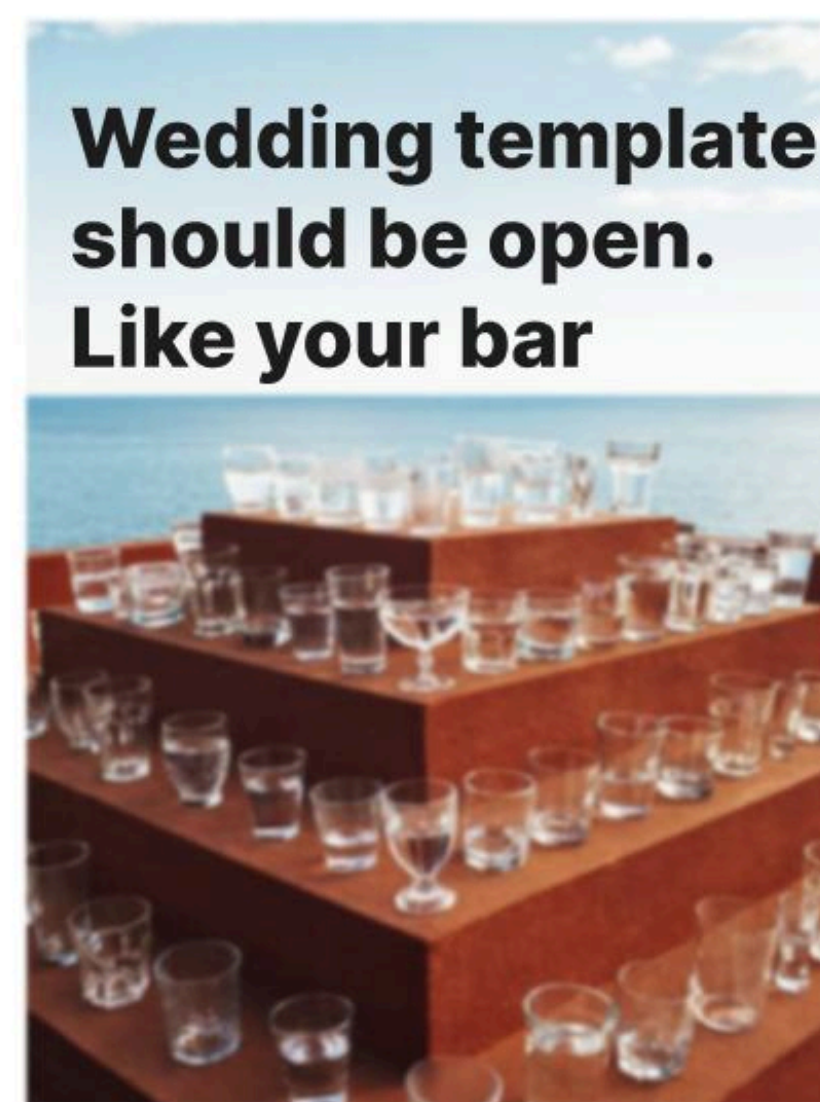
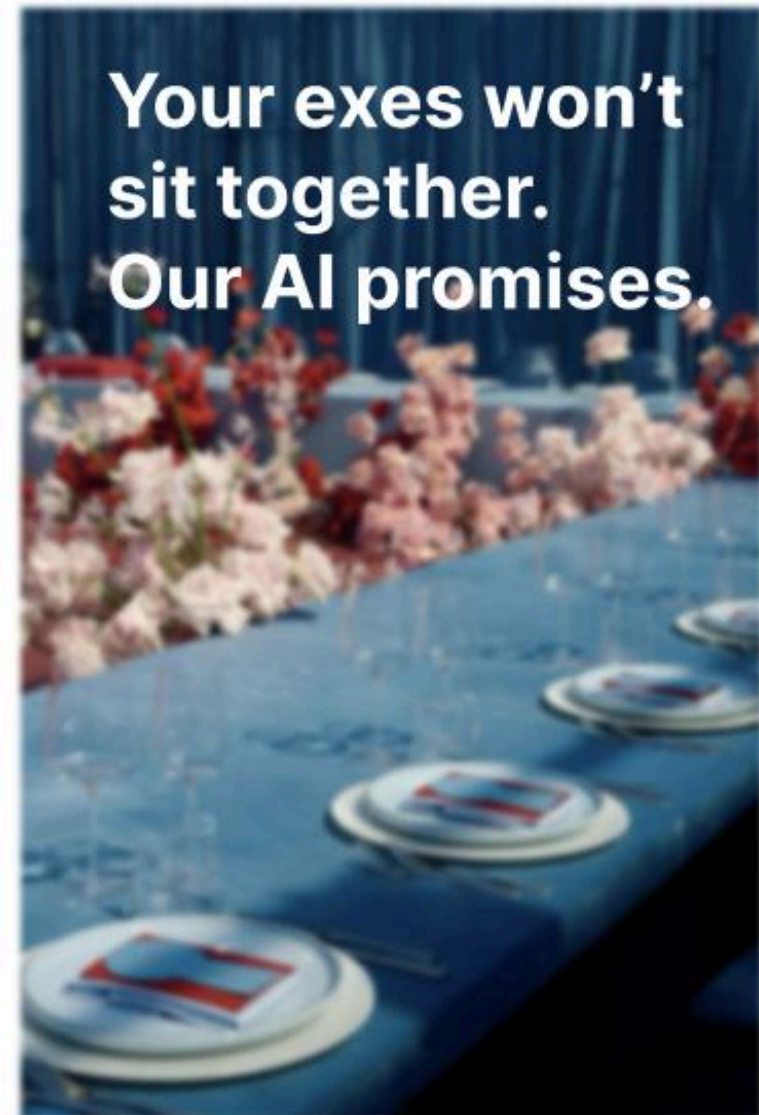
- Wedding Aesthetics
- Seating Arrangements
- Seating Aesthetics
- Trending Wedding vibes
- Wedding Decors
- Welcome Signage Aesthetics

Brand Vision



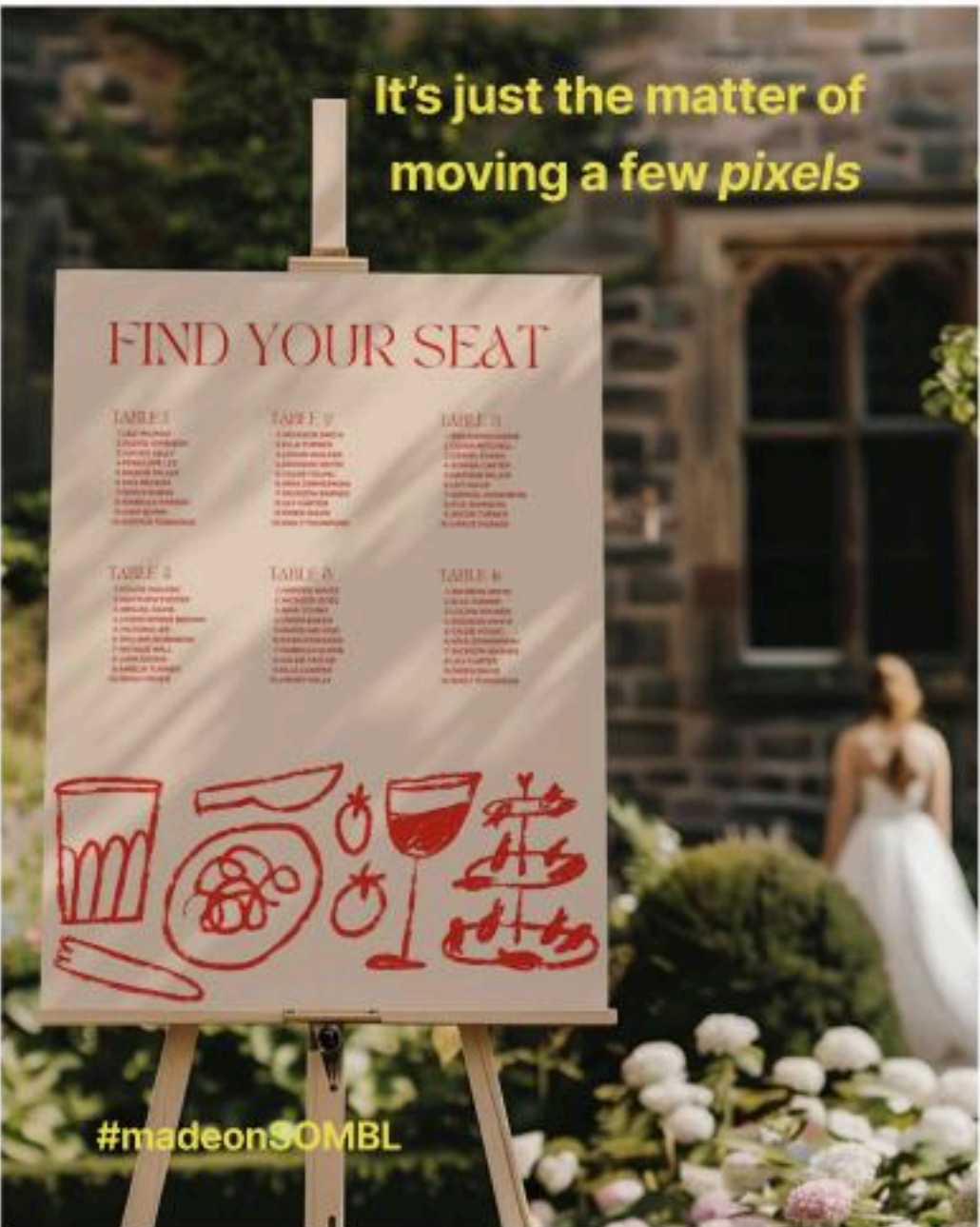
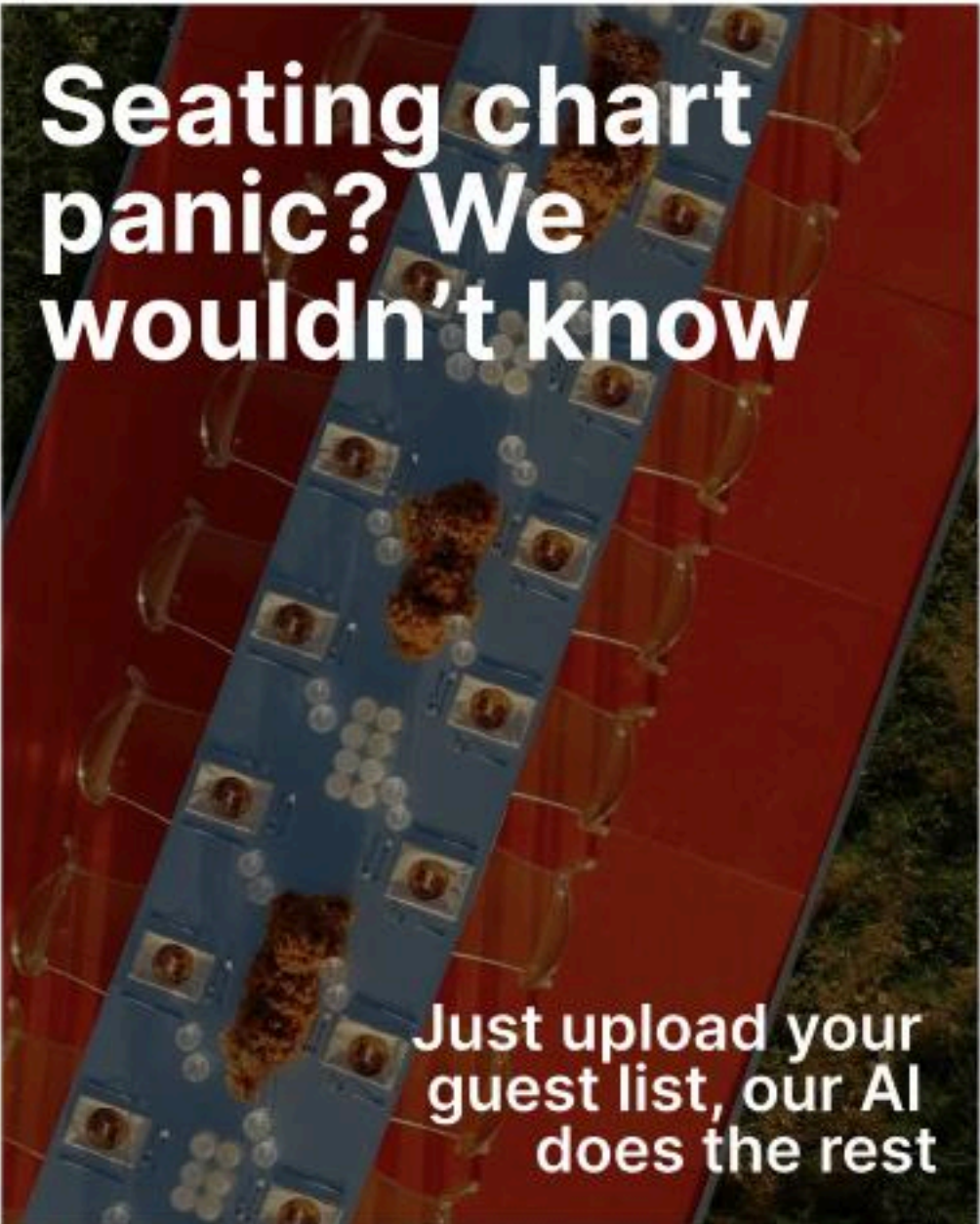
Social Media

Signage



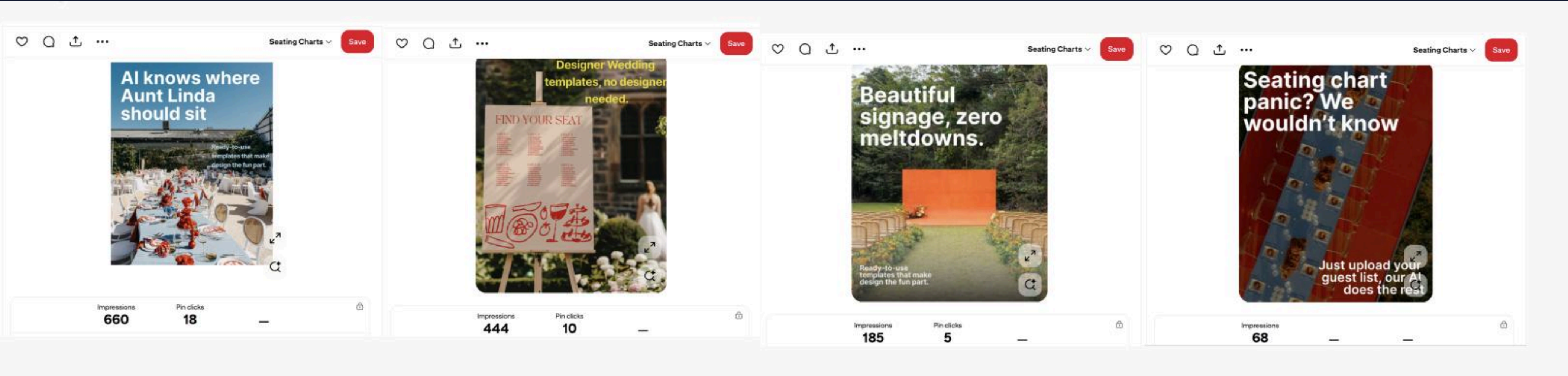
Social Media

Signage



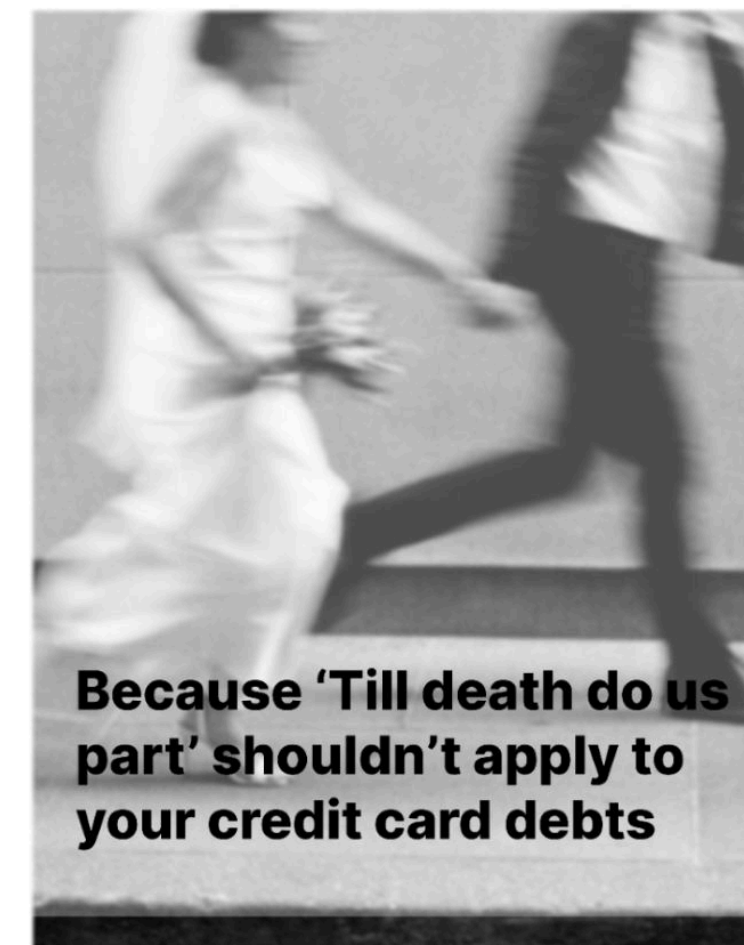
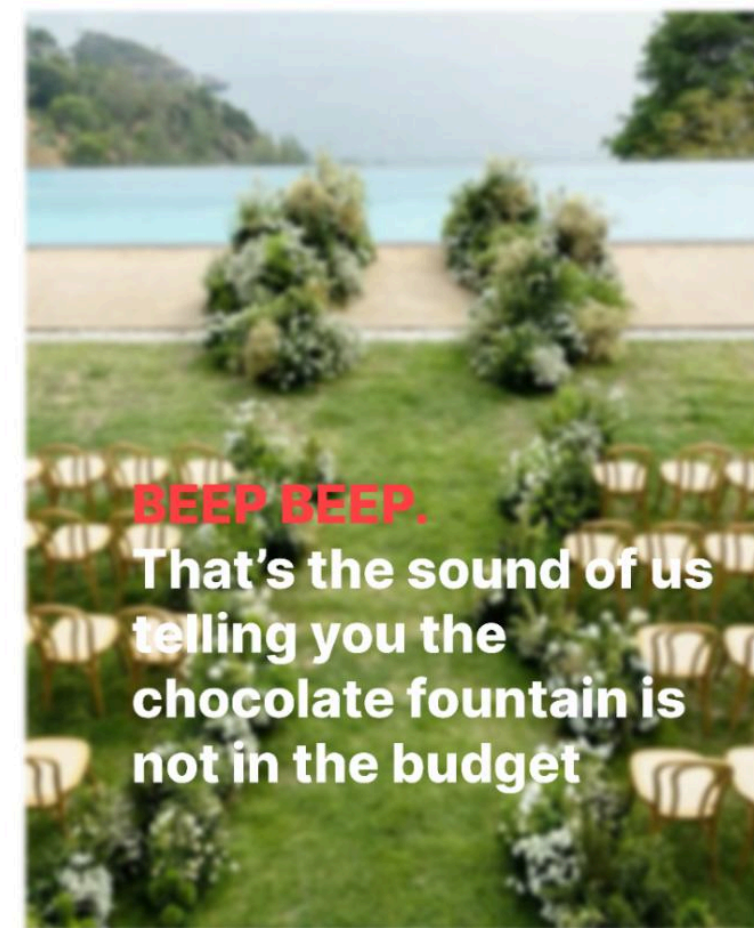
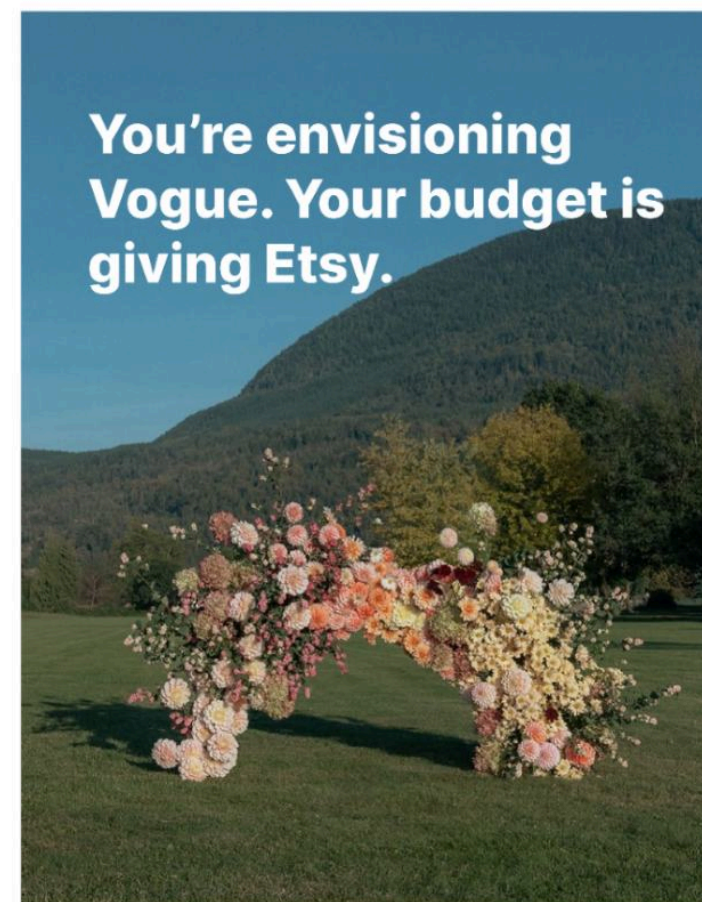
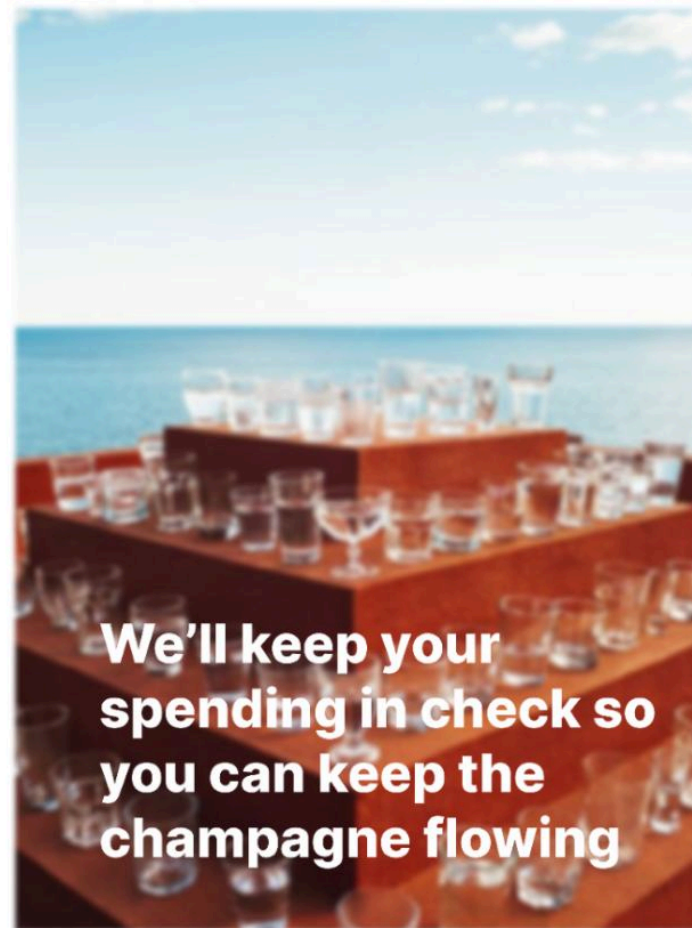
Social Media Stats

Signage



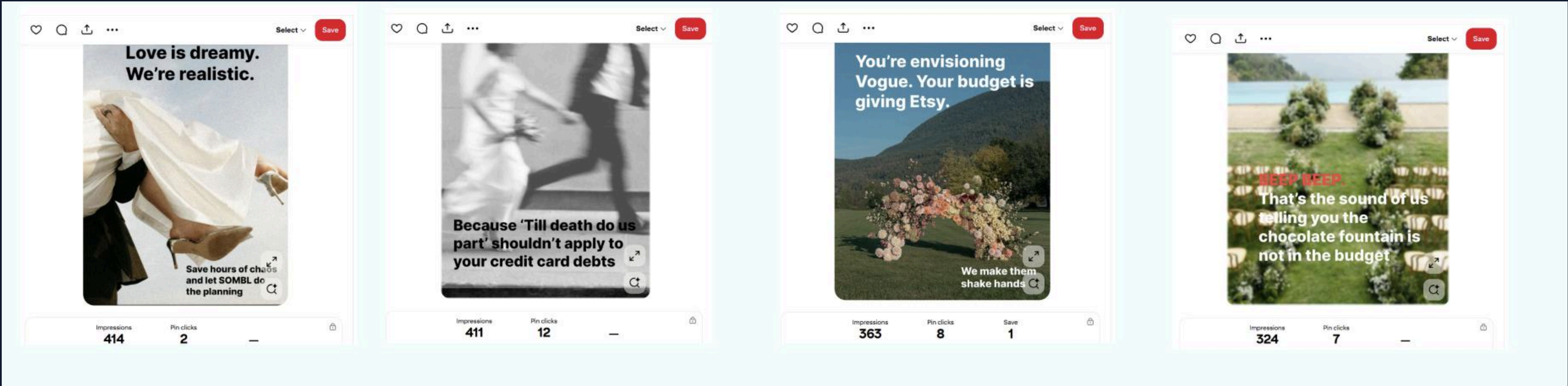
Social Media

Budget Planner



Social Media Stats

Budget Planner



MVP PNL

ASSUMPTIONS			
Avg. Price per Customer	22.5		
COGS (Payment % of Revenue)	3.00%		
Customer Adoption (New)			
Q1 New Customers	150		
Q2 New Customers	300		
Q3 New Customers	500		
Q4 New Customers	800		
One-Time Costs (in Q1)			
Initial Platform Build	17500		
Initial Designer	2000		
Quarterly Ongoing OpEx			
Continued Development	4500		
Security	550		
Web Hosting / Server Costs	900		
Advertising & Promotion	800		
Software (SaaS)	5500	13750	
G&A (Legal, Bank Fees)	1500		

REVENUE								
New Paying Customers	150	300	500	800	1750	1200	1800	
Avg. Price per Customer	22.5	22.5	22.5	22.5		22.5	22.2	
Total Revenue	3375	6750	11250	18000	39375	27000	39960	
COST OF GOODS SOLD (COGS)								
Payment Processing Fees	-101.25	-202.5	-337.5	-540	-1181.25			
Total COGS	-101.25	-202.5	-337.5	-540	-1181.25			
GROSS PROFIT								
Gross Profit Margin	0.97	0.97	0.97	0.97	0.97			
OPERATING EXPENSES (OpEx)								
Salaries & Wages								
Founder Salary	0	0	0	0	0			
Freelance Designer (Initial)	-2000	-1000	-1000	-1000	-5000			
Platform & Development								
Initial Platform Build	-17500	0	0	0	-17500			
Continued Development	-4500	-4500	-4500	-4500	-18000			
Security	-800	-800	-800	-800	-3200			
Web Hosting / Server Costs	-550	-550	-550	-550	-2200			
Sales & Marketing								
Advertising & Promotion	-900	-900	-900	-900	-3600			
General & Administrative								
G &A (Legal, bank fees)	-800	-800	-800	-800	-3200			
Software (SaaS)	-5500	-5500	-5500	-5500	-22000			
Total Operating Expenses (qtr)	-32550	-14050	-14050	-14050	-74700			
Total Op EX overall		-46600	-60650	-74700	-181950			
NET PROFIT / (LOSS) QTR	-29276.25	-7502.5	-3137.5	3410	-36506.25			
Net Profit/ loss Overall								
	-29276.25	-40052.5	-49737.5	-57240		-23556.25	2353.75	

Seasonality: Q1 (23%), Q2 (34%), Q3 (28%), Q4 (15%) — weighted heavily for spring/summer planning.

Year 1 (2026): 3,520 Users. Only Templates (\$25) and AI (\$35 @ 30% adoption).

Year 2 (2027): 8,500 Users. Added Standard Printing (\$20 comm @ 20% adoption). AI adoption rises to 40%.

Year 3 (2028): 17,500 Users (Conservative). Added Eco-Printing (\$45 comm @ 15% adoption). Standard printing drops to 12% adoption as users shift to Eco. AI adoption rises to 45%.

A	B	C	D	E	F	G	H
Year	Quarter	Weddings (Users	Template Sales (AI Seating (\$35)	Std Print Comm.	Eco Print Comm.	Total Revenue	
2026	Q1	810	\$20,250	\$8,505	\$0	\$0	\$28,755
2026	Q2	1,197	\$29,925	\$12,569	\$0	\$0	\$42,494
2026	Q3	986	\$24,650	\$10,353	\$0	\$0	\$35,003
2026	Q4	527	\$13,175	\$5,534	\$0	\$0	\$18,709
2027	Q1	1,955	\$48,875	\$27,370	\$7,820	\$0	\$84,065
2027	Q2	2,890	\$72,250	\$40,460	\$11,560	\$0	\$124,270
2027	Q3	2,380	\$59,500	\$33,320	\$9,520	\$0	\$102,340
2027	Q4	1,275	\$31,875	\$17,850	\$5,100	\$0	\$54,825
2028	Q1	4,025	\$100,625	\$63,394	\$9,660	\$27,169	\$200,848
2028	Q2	5,950	\$148,750	\$93,713	\$14,280	\$40,163	\$296,905
2028	Q3	4,900	\$122,500	\$77,175	\$11,760	\$33,075	\$244,510
2028	Q4	2,625	\$65,625	\$41,344	\$6,300	\$17,719	\$131,013

Category	Line Item	Q4 '25 (Build)	Q1 2026	Q2 2026	Q3 2026	Q4 2026	Q1 2027	Q2 2027	Q3 2027	Q4 2027	Q1 2028	Q2 2028	Q3 2028	Q4 2028	
REVENUE															
	Template Sales (\$-		\$20,250	\$29,925	\$24,650	\$13,175	\$48,875	\$72,250	\$59,500	\$31,875	\$100,625	\$148,750	\$122,500	\$65,625	
	AI Seating Tool (\$-		\$8,505	\$12,569	\$10,353	\$5,534	\$27,370	\$40,460	\$33,320	\$17,850	\$63,394	\$93,713	\$77,175	\$41,344	
	Std. Print Comm \$-	\$ -	\$ -	\$-	\$ -	\$-	\$7,820	\$11,560	\$9,520	\$5,100	\$9,660	\$14,280	\$11,760	\$6,300	
	Eco Print Comm. \$-	\$ -	\$ -	\$-	\$ -	\$-	\$ -	\$-	\$ -	\$-	\$27,169	\$40,163	\$33,075	\$17,719	
TOTAL REVENUE		\$ -	\$28,755	\$42,494	\$35,003	\$18,709	\$84,065	\$124,270	\$102,340	\$54,825	\$200,848	\$296,905	\$244,510	\$131,013	
COGS															
	Designer Commi \$-		-\$3,038	-\$4,489	-\$3,698	-\$1,976	-\$7,331	-\$10,838	-\$8,925	-\$4,781	-\$15,094	-\$22,313	-\$18,375	-\$9,844	
	Payment Proces \$-		-\$863	-\$1,275	-\$1,050	-\$561	-\$2,522	-\$3,728	-\$3,070	-\$1,645	-\$6,025	-\$8,907	-\$7,335	-\$3,930	
	Server / Hosting	-\$150	-\$300	-\$450	-\$450	-\$300	-\$600	-\$800	-\$800	-\$600	-\$1,200	-\$1,500	-\$1,500	-\$1,200	
	AI Compute Cos \$-		-\$243	-\$359	-\$296	-\$158	-\$782	-\$1,156	-\$952	-\$510	-\$1,811	-\$2,678	-\$2,205	-\$1,181	
TOTAL COGS		-\$150	-\$4,444	-\$6,573	-\$5,494	-\$2,995	-\$11,235	-\$16,522	-\$13,747	-\$7,536	-\$24,130	-\$35,398	-\$29,415	-\$16,155	
GROSS PROFIT		-\$150	\$24,311	\$35,921	\$29,509	\$15,713	\$72,830	\$107,748	\$88,593	\$47,289	\$176,718	\$261,507	\$215,095	\$114,857	
	Margin %	N/A	85%	85%	84%	84%	87%	87%	87%	86%	88%	88%	88%	88%	
OPEX															
R&D / Dev	Initial Platform B	\$25,000	\$ -		\$ -	\$-	\$ -	\$-	\$ -	\$-	\$ -	\$-	\$ -	\$ -	
	Cont. Dev / Main \$-		\$6,000	\$3,000	\$3,000	\$3,000	\$9,000	\$9,000	\$9,000	\$9,000	\$15,000	\$15,000	\$15,000	\$15,000	
	QA & Security	\$1,500	\$500	\$-	\$500	\$-	\$1,000	\$1,000	\$1,000	\$1,000	\$2,500	\$2,500	\$2,500	\$2,500	
Marketing	Paid Ads / Social	\$1,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$9,000	\$9,000	\$6,000	\$15,000	\$20,000	\$20,000	\$15,000	
	Community Mgr	\$150	\$150	\$150	\$150	\$150	\$600	\$600	\$600	\$600	\$1,500	\$1,500	\$1,500	\$1,500	
G&A	Legal & Insuranc	\$3,000	\$650	\$150	\$150	\$150	\$600	\$600	\$600	\$600	\$1,200	\$1,200	\$1,200	\$1,200	
	Software Subs	\$300	\$300	\$300	\$300	\$300	\$600	\$600	\$600	\$600	\$1,500	\$1,500	\$1,500	\$1,500	
TOTAL OPEX		\$30,950	\$10,600	\$6,600	\$7,100	\$6,600	\$17,200	\$20,200	\$20,200	\$17,200	\$36,700	\$41,700	\$41,700	\$36,700	
NET INCOME		-\$31,100	\$13,711	\$29,321	\$22,409	\$9,113	\$55,630	\$87,548	\$68,393	\$30,089	\$140,018	\$219,807	\$173,395	\$78,157	

need to update continued platform development.....

Other major trends

The only thing small about weddings in 2025 will be the event size—beyond that, the design will be lush and more expansive

<https://www.brides.com/wedding-trends-2025-8754072>

Pinterest has 38 million boards about weddings that have been created by brides (and sometimes by women not yet engaged or even in a relationship!).

<https://mattdouglas.com/part-1-the-past-present-future-of-the-wedding-industry/>

As the event industry continues to evolve in 2025, embracing the latest trends—from personalization to AI and sustainability—will be key to staying ahead.

<https://www.fielddrive.com/blog/event-planning-industry-trends-2025>

Consumers are increasingly going the DIY route and online for event planning.

<https://www.ibisworld.com/united-states/industry/party-event-planners/4414/>