

EGO.AI – 12-Month Bottoms-Up Revenue Projection

Overview

Total Target: ~~₦~~**200,000,000** over 12 months based on mixed B2B/B2C model and strategic partnerships.

Assumptions

- Launch market: Nigeria
- Sports focus: Football (pilot phase)
- Freemium conversion: 6%
- Base FX: Naira (₦)
- Average athlete premium: ~~₦~~2,500/month
- B2B tiers: Starter ~~₦~~1.2M, Pro ~~₦~~3.6M

Revenue Breakdown

Category	Details	Amount (₦)
B2C Athlete Premium	3,600 athletes × ₦ 2,500 × 8 months	₦ 72,000,000
B2B Subscriptions	45 Starter @ ₦ 1.2M + 15 Pro @ ₦ 3.6M + 5 Pilots	₦ 111,000,000
Partnerships, Events & Ads	Sponsored campaigns, NGO insights, city trials	₦ 17,000,000
Total		₦ 200,000,000

Adoption & Pricing Summary

Metric	Value
Athlete Sign-ups	60,000
Active MAU	30,000
Premium Conversion Rate	6%
Paying Athletes	3,600
Paying B2B Orgs	65

Quarterly Ramp

Quarter	Estimated Revenue (₦)	Key Milestones
Q1	₦30M	Pilot B2B signings, initial athlete conversions
Q2	₦45M	Expansion, +15 B2B clients, brand partnerships
Q3	₦55M	Launch events, Pro upsells, NGO sponsorships
Q4	₦70M	Peak recruitment season + freemium upsell

Optimization Levers

- Lower premium fee to ₦1,800 – ₦2,200 to drive higher conversion if needed.
- Increase Pro-tier B2B share via NGO/academy programs.
- Telco partnerships for subsidized data/video uploads.
- Offer device bundles (wearables + EGO premium) for prepaid retention.

Summary

EGO.AI targets ₦200M in Year 1 revenue through a carefully blended model of subscription income, partnerships, and athlete monetization. Focus remains on measurable impact, early B2B traction, and building verified athlete success stories to fuel organic growth and investor confidence.