



Proposed updates to the numbers

For Jon, from Stevan · 2 October 2026 · Confidential

The plan draft keeps your July 2026 budget and raise as they are. This note lists every place where its numbers differ from your 31 July plan and 9 September summary, and the changes we propose but have not made. Accept or reject each one; the plan follows your answers. The financial model (Excel) lets you change any of these assumptions and see the effect.

1. Changes already in the plan draft

Year-one revenue, base case of 300,000 members, in AED millions.

Line	Your 9 September summary	Plan draft, 2 October	Why
Membership	225.0: 300,000 × AED 750 a year	150.0: 300,000 × AED 500	App Store prices since 22 August. AED 749.99 a year is AED 500 after 5% VAT and Apple's 30% in a member's first year.
Insurance commission	30.0: 150,000 insured × AED 2,000 × 10%	45.0: 150,000 × AED 3,000 × 10%	The premium was set at AED 3,000 per adult in mid-August.
Legal referral	10.5	15.0: 1% of insured members claim, AED 100,000 each, 10% to ELA	The July rows mirror the insurance rows in reverse, which looks like a spreadsheet slip. The draft uses your own claims model instead.
Total	265.5	210.0	

Unchanged: the year-one budget of AED 4,620,000 and every line in it, the AED 7M raise with its AED 2.38M contingency, the member cases and the channel split. The draft also works out revenue at 100,000 and 500,000 members (AED 70M and 350M); your plan lists those cases but works out revenue at 300,000 only.

2. Outsourced tech support, AED 600,000: keep it, and show the build-up

- **Stevan's basis:** three people at Eastern European rates of about EUR 40,000 a year each. That is EUR 120,000, or about AED 500,000 at EUR 1 = AED 4.15 (ECB, 1 October 2026). The line leaves about AED 100,000 of headroom, or allows about EUR 48,000 a person.
- **The delivery team in the plan:** a full-time lead engineer, a part-time backup engineer, DevOps, a UI designer and project coordination come to about 1.7 full-time people; with a second full-time engineer from month 4, about 2.4. At EUR 40,000 a year per full-time person that is about AED 281,000 without the second engineer, or about AED 405,000 with one.
- **Proposal:** keep AED 600,000. It pays for the team for 12 months, with room for agency rates above EUR 40,000. The plan now says so in one line under the budget.

3. The 24/7 operations desk: resize the AED 140,000 line

Cases can start at any hour, and someone has to pick each one up, chase the law firm and keep the family informed. The plan has an outsourced desk from soft launch, paid from the "Outsourced call centre" line.

- One seat staffed around the clock needs about five trained agents: 168 hours a week, over 40-hour weeks, plus cover for leave and sickness.
- AED 140,000 a year spread over five agents is about AED 2,300 a month each. That looks low for trained agents working in our console; it would buy a shared answering service rather than a desk that runs cases.
- **Proposal:** get two quotes, one UAE-based and one offshore, and resize the line. Part of the cost could come from the tech-support headroom above. This desk is priority 1: we can't launch without it.

4. Smaller points

- **Runway.** "About 18 months" means the whole AED 7M at the year-one rate of spending, before any revenue: 12 months from the budget, then about six more from the contingency. Each budget line, including the AED 600,000, covers 12 months.

- **Revenue timing.** Each case assumes every member pays for all of year one. Members will join through the year, so real year-one revenue will be lower. A monthly ramp would fix this once you settle the cases.
- **Member mix.** Counting every member at the annual price is cautious: after VAT and Apple, a weekly member is worth about AED 869 a year and a monthly member about AED 640.
- **Your time.** The plan shows the CEO's time as TBD under "Invested to date". What value should go there: hours at a rate you are comfortable with, or leave it out?
- **Legal referral.** UAE law fines anyone who, for a commission, brings clients to a lawyer (Federal Decree-Law 34 of 2022, Art. 101). We may need written advice, or a different fee structure, before charging firms. This point is in your copy of the plan only, not the advisors' copy.