

## Exit-Ready Economics Checklist

“A practical worksheet to assess if your business model is built to scale — and to sell”

### 1 Core Unit Economics

What is your LTV (Lifetime Gross Profit per Customer)?

— Total revenue per customer: \_\_\_\_\_

— Minus cost to fulfill: \_\_\_\_\_

= LTV: \_\_\_\_\_

What is your CAC (Customer Acquisition Cost)?

— Total sales & marketing cost (annually): \_\_\_\_\_

— ÷ Number of new customers: \_\_\_\_\_

= CAC: \_\_\_\_\_

Calculate your LTV:CAC Ratio:

LTV \_\_\_\_\_ ÷ CAC \_\_\_\_\_ = \_\_\_\_\_

Target:

- 3:1 if largely automated
- 6–12+:1 if team-based/manual

### 2 Cash Recovery & Funding

How many days to recover CAC?

— Days to break even per customer: \_\_\_\_\_

How are you funding growth?

- Self-funded via cash flow
- Personally funded
- External capital or credit

### 3 Recurring Revenue & Churn

- What % of revenue is recurring or contracted?

\_\_\_\_\_ %

- Is churn tracked? If yes, current churn rate:

\_\_\_\_\_ %

- Retention & recurring revenue strategy exists?
  - Yes
  - No

### 4 Scalability & Transferability

- Can sales run without the owner?

- Yes
- No

- Are marketing systems documented or repeatable?

- Yes
- No

- Is delivery consistent and team-driven?

- Yes
- No

- Are your financials clean, accurate, and current?

- Yes
- No

## 5 Exit Readiness

Could you leave for 30 days without revenue dropping?

Yes

No

Do you have a plan to raise valuation in 3–5 years?

Yes

No

Do you know what your business would sell for today?

Yes

No

## \* Need help calculating your numbers or planning your next move?

Book a 30-minute Exit-Ready Strategy Call at: <https://calendly.com/jason-straightforward/30min>