



\$750,000 seed.
11.2–14.3% dilution.

SEED PLAN · \$4.5M PRE-MONEY

Klik Industries LLC · U.S. Patent No. 9,573,100
Pre-revenue · Working prototype · klikindustries.com

THE ROUND

\$750,000 at \$4.5M pre-money.
Every non-dilutive dollar lowers it further.

A priced round at \$4.5M pre-money — the number four independent valuation methods converge on for a pre-revenue company with a granted patent and a working prototype. Structure it as a SAFE with a \$5.25M post-money cap if speed matters more than certainty; the economics are the same.

SOURCE	AMOUNT	EQUITY NEEDED	DILUTION
Full equity at \$4.5M pre-money	—	\$750,000	14.3%
Less equipment loan on the filling line	\$41,000	\$709,000	13.6%
Less pilot deposits, 50% on first 40 accounts	\$139,000	\$570,000	11.2%

No grant or award is assumed. The filling line is financeable equipment — a lender takes it as collateral. Pilot deposits are the strongest lever and cost nothing: half up front on a \$695 commercial order is ordinary trade practice.

USE OF FUNDS

The build is staged on purpose.

ITEM	\$
Tooling contribution to contract manufacturer	150,000
Second build — 2,400 units, months 10–11	144,000
Commercial launch, pilots and acquisition	110,000
Working capital and 12-month reserve	90,000
First build — 1,200 units incl. 4,800 pouches	72,000
Engineering, DFM, prototype validation	60,000
Pouch filling line, installed	41,000
Pouch formulation, safety testing, packaging	40,000
Certifications, SDS, insurance, design patents	30,000
Contingency	13,000
Total	750,000



1,200 units first, then 2,400 in months 10–11 funded by revenue rather than the raise. That one decision holds the cash floor above \$175,000 all year instead of dipping to \$31,000 in month 9.

UNIT ECONOMICS

The pouch is the business.

PER 5-UNIT STARTER SET	\$
Selling price	695.00
5 dispensers landed, incl. 20 pouches	(300.00)
Fulfilment	(50.00)
Payment processing	(20.85)
Contribution — 47%	324.15
PER POUCH	\$
Concentrate — 3 oz from a \$1,200 / 55 gal drum	(0.511)
Printed pouch with spout and cap	(0.080)
Overhead, labour, coding, depreciation	(0.077)
Payment processing	(0.300)
Selling price	9.99
Contribution — 90%	9.02

240 pouches per account per year → \$2,398 revenue, ~\$1,997 contribution after freight.



83¢

What the customer pays per 24oz bottle, against ~\$3.75 at retail — a 78% saving

2.7

Months to recover \$450 acquisition cost per account

5.6¢

Your cost per bottle produced

YEAR 1, MONTH BY MONTH

Sales open in month 4. Cash never falls below \$175,803.

MONTH	NEW	ACCOUNTS	REVENUE	GROSS PROFIT	OPEX	CAPEX	CASH
1	—	—	—	—	15,917	131,000	603,083
2	—	—	—	—	15,917	131,000	456,167
3	—	—	—	—	15,917	131,000	309,250
4	10	10	6,950	3,102	20,417	—	291,935
5	25	35	19,373	9,418	27,167	—	274,186
6	45	80	38,268	19,782	36,167	—	257,802
7	70	150	64,634	35,026	47,417	—	245,411
8	90	240	92,520	52,879	56,417	—	241,873
9	105	345	120,927	72,511	63,167	—	251,217
10	115	460	148,856	93,088	67,667	72,000	204,639
11	125	585	178,783	115,330	72,167	72,000	175,803
12	130	715	207,233	137,686	74,417	—	239,072

\$877,544

Year 1 revenue

61%

Gross margin

715

Commercial accounts

\$1.71M

Exit ARR

STRESS CASES

The plan survives missing itself.

First-year pouch revenue is modelled on accounts signing through the year, not on an annualised run-rate. The second build is gated on month-9 reorder data – missing the target means not spending the money.

CASE	ACCOUNTS	REVENUE	EBITDA	LOWEST CASH	EXIT ARR
Plan	715	\$877,544	\$26,072	\$175,803	\$1,714,570
60% of plan	429	\$526,526	(\$60,757)	\$192,648	\$1,028,742
40% of plan	286	\$351,018	(\$104,171)	\$228,737	\$685,828

At 40% of plan the company still finishes the year with \$228,737 in the bank and \$685,828 of ARR. There is no configuration in which this round runs out of cash.

VALUATION

Four methods. Three of them agree.

Pre-revenue, granted U.S. utility patent, working prototype, no customers. Valued four independent ways rather than asserted.

METHOD	WHAT IT MEASURES	PRE-MONEY
Scorecard (Payne)	Weighted against comparable seed rounds — team 1.10, opportunity 1.10, technology 1.25, channel 0.70	\$4,736,250
Risk factor summation	Manufacturing +\$500K, technology +\$500K, litigation +\$250K, exit +\$250K, against stage, regulatory, sales and competition	\$4,750,000
VC method	Backward from a \$100M exit at a 10× investor target, adjusted for later dilution	\$4,250,000
Berkus	Asset-based floor — ignores forward revenue entirely	\$1,750,000
Benchmark	Defensible range \$4.0M – \$5.0M	\$4,500,000

Why not higher. At \$6.0M pre the raise costs 11.1% — barely better than the 11.2% reached at \$4.5M once pilot deposits are applied. Fighting for a valuation the evidence does not yet support, to save one point, is a poor trade. **What moves it.** Three signed commercial LOIs at 50 units each convert the Year 1 ramp from a projection into a schedule. That is worth more than any comparable that can be cited.

MILESTONES AND GATES

Every quarter has a gate.

MONTHS	MILESTONE	GATE
1-3	Tooling released, 1,200 units built, filling line installed and validated	Prototype passes durability testing
4-6	First 80 accounts live, SDS and labels complete	45 accounts by month 6
7-9	345 accounts, pouch reorder behaviour proven	Reorder rate above 80%
10-12	Second build released, 715 accounts, exit ARR \$1.71M	Month-9 gate met before capex commits

The month-9 gate is the control. The second build only commits if the first 345 accounts are reordering — which is what makes the downside cases safe rather than hopeful.



Both doors stay open.

Entering Year 2 with 715 accounts and \$1.71M of ARR, the company chooses its instrument rather than accepting one.

OPTION	DILUTION	COST
SBA up to \$1,000,000	0%	~\$162,000 / yr
Equity \$750K at \$10M pre	7.0%	none

11–14%

Total dilution if Year 2 is debt

<21%

Total dilution if Year 2 is equity

Debt at \$1M is comfortably serviceable against a running installed base — the coverage risk that rules out borrowing today does not exist once ARR is real.



Three numbers carry the plan.

1. **A \$26 body cost.** The mechanism BOM is \$12.50. A \$36 body leaves nothing for assembly or packaging. Quote required at 1,200 and 4,000 units.
2. **\$1,200 per 55-gallon drum, holding at low volume.** Concentrate is 76% of pouch cost. Co-packer minimum order quantities are where this bites.
3. **15 accounts a week from month 7.** The capital math works; sales capacity is the binding constraint. Every stress case above is really a sales-rate case.

Regulatory, settled before label copy. Any antimicrobial claim — disinfects, sanitises, kills 99.9% — makes the product a pesticide under FIFRA: EPA registration, efficacy testing, months and five figures. Four straight cleaners with no kill claims avoid it entirely. SDS and GHS-compliant labels are required either way, and commercial buyers ask for the SDS before they order.