

Case Study: Spa & Wellness – Membership Model

Designing a recurring-revenue model for predictable cash flow.

Context

Early-stage spa seeking to balance customer value with financial stability.

Challenge

Lacked a structured membership pricing and runway model to project sustainability.

Solution

Created tiered membership plans with churn and break-even forecasting; modeled 12-month runway to support funding and operations.

Method & Deliverables

- Membership pricing calculator
- Churn and lifetime value model
- Cash flow forecast and runway tracker
- Break-even and pricing sensitivity analysis

Results

Metric	Outcome
Revenue Predictability	+85% improvement
Founder Members	20 signed before launch
Runway Visibility	12 months modeled
Profitability Target	Achievable Year 1

Prepared by: Luis Puentes | Fractional CFO & FP&A; Strategist
www.luispuentes.com