

Right-Sidebar Input Manual

A practical guide to every field, button, and scenario control in the Assumptions / Scenario Editor.

Main idea: the right sidebar is the live model-control layer. It does not replace the Excel financial model; it lets you test scenarios, understand what moves the numbers, record assumption changes, and prepare CEO/investor-ready outputs.

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1. How the sidebar should be used

The Assumptions / Scenario Editor is the control center on the right side of the dashboard. It lets you change model assumptions without editing the underlying Excel file. Each change recalculates the dashboard live and is recorded in the Audit Trail so the team can see what changed and what impact it had.

Recommended working method

- Start from Base scenario and Years 1-5 before editing anything.
- Change one field at a time, then check the affected page and the Audit Trail impact.
- Use Downside and Upside to pressure-test the case, not to hide model weaknesses.
- Save a named scenario before making a major edit, so the CEO can compare it later.
- Before exporting anything, check Data Validation Warnings for negative cash, low runway, unrealistic LTV/CAC, valuation mismatch, and allocation issues.

What "input" means in this dashboard

Most fields are not raw accounting entries. They are scenario assumptions layered on top of the audited Excel baseline. A value of 0% usually means "use the Excel baseline." A positive percentage pushes the assumption up; a negative percentage applies a downside adjustment. Money fields replace or directly adjust the relevant model value.

2. Top controls and scenario workspace

Field / control	What to input	What it affects	How to use it
Scenario	Choose Base, Downside, or Upside.	Changes scenario factor, target market share, revenue case, valuation scenario, and many KPI outputs.	Use Base for the official case, Downside for investor risk review, and Upside for opportunity framing.
Scenario name	Type a clear name such as CEO Case, Investor Conservative, or Board Upside.	Labels saved cases in the local browser scenario list.	Use a specific name before saving, so the team knows what assumptions the case represents.
Saved scenarios	Select a scenario previously saved in this browser.	Controls which scenario can be loaded, duplicated, or compared.	Use it to return to a CEO-approved case or compare variations.
Save	Button, not a numeric input.	Stores the current assumption set locally in the browser.	Press after building a scenario you may need again.
Load	Button.	Applies the selected saved scenario back into the model.	Use when you want the dashboard to exactly match a saved case.
Duplicate	Button.	Copies the selected saved case into a new editable case.	Use before making a new version so you do not overwrite the original.
Compare	Button.	Shows Base, Downside, Upside, and selected saved case side by side.	Use for CEO/investor discussions about the range of outcomes.
Period from / Period to	Choose the start and end year for the displayed analysis.	Changes period totals in KPIs, charts, P&L, cash flow, burn, and overview metrics.	Use Years 1-5 for full plan review; use shorter ranges when discussing near-term execution.
Chart view	Choose Best fit, Bar, Line, Area, Combo, Stacked, or Data table.	Changes the visual presentation of report charts.	Use Data table when you need numbers; use Best fit for normal investor review.
Reset	Button.	Returns scenario, period, currency, chart style, and all editable drivers to the base case.	Use when the model has been heavily edited and you want a clean starting point.
Export PDF	Button.	Opens browser print/PDF flow for the dashboard.	Use for a quick PDF output; use Export Pack for a fuller investor package.

3. Import, audit, warnings, and export controls

Field / control	What to input	What it affects	How to use it
Workbook file	Choose a refreshed Excel financial model file.	Prepares the file for import into the dashboard model layer.	Only import a workbook that follows the expected QUOTAH financial model structure.
Import	Button.	Refreshes dashboard data from the selected Excel file where supported.	Use when finance updates the Excel model and the dashboard needs to reflect it.
Use built-in	Button.	Clears imported data and returns to the audited built-in dashboard model.	Use if a file import is wrong, incomplete, or not approved.
Audit Trail	Read-only panel.	Shows assumption changes, before/after values, and KPI impact.	Use it to explain why numbers moved after edits.
Clear audit	Button.	Clears local change history.	Use at the start of a clean CEO review session.

Field / control	What to input	What it affects	How to use it
Investor Export Pack	Button.	Downloads a package with investor PDF, scenario summary, audit log, KPI snapshot, validation warnings, and chart images.	Use for formal handoff after warnings have been reviewed.
Data Validation Warnings	Read-only panel.	Flags broken assumptions, negative cash, low runway, unrealistic LTV/CAC, valuation mismatch, and allocation problems.	Do not ignore high warnings before investor circulation.

4. Market drivers

Market drivers set the size of the opportunity and how much of that opportunity QUOTAH is assumed to capture. These are strategic assumptions, not accounting entries.

Field / control	What to input	What it affects	How to use it
SAM contractors	Enter the total serviceable addressable market of contractors. Baseline is 17,709.	Market penetration, contractor potential, revenue scale, and investor story.	Use market research or a defensible TAM/SAM source. Do not inflate this just to make valuation higher.
Market share %	Enter target share of the contractor market. Baseline comes from the Base scenario.	Executive Overview, Revenue Growth, Valuation & Scenarios, and market penetration logic.	Use this to test adoption ambition. A high value needs evidence from sales capacity and market access.
Supplier penetration %	Enter expected supplier penetration. Baseline is 3.0%.	Supplier base, marketplace depth, supplier-side revenue logic, and revenue mix.	Use this when testing marketplace expansion or supplier adoption assumptions.

5. Revenue drivers

Revenue drivers control the activity ramp, usage, and pricing assumptions. They affect revenue, gross profit, cash, valuation, and investor-readiness outputs.

Field / control	What to input	What it affects	How to use it
Revenue growth %	Broad percentage adjustment to the revenue plan. 0% means Excel baseline.	Total revenue, net profit, cash flow, valuation, runway, and all revenue charts.	Use as a high-level scenario pressure test. For detailed analysis, adjust the specific adoption and pricing fields instead.
Contractor ramp %	Adjustment to active contractor growth.	Active contractors, usage volume, marketplace activity, and revenue ramp.	Use when changing adoption speed among contractor customers.
New contractor ramp %	Adjustment to new contractor acquisition.	New contractor volume and future active contractor base.	Use to model stronger or weaker customer acquisition.
Supplier ramp %	Adjustment to supplier adoption growth.	Supplier base and marketplace revenue potential.	Use when supplier onboarding is expected to move faster or slower than baseline.
Enterprise clients %	Adjustment to enterprise client count.	Enterprise/API revenue and revenue mix.	Use when testing B2B enterprise sales traction.
API clients %	Adjustment to API subscription clients.	API revenue and enterprise revenue line.	Use when changing assumptions about subscription adoption.
Usage frequency %	Percentage multiplier for how frequently users transact. Baseline is 100%.	ACE, APE, RFQ, and marketplace activity revenue.	Use when behavior changes, not when customer count changes.

Field / control	What to input	What it affects	How to use it
ACE usage %	Adjustment to ACE usage volume.	ACE revenue, unit economics, gross margin, and revenue mix.	Use when ACE adoption or repeat usage changes.
APE usage %	Adjustment to APE usage volume.	APE revenue and mix.	Use when APE adoption changes.
RFQ usage %	Adjustment to RFQ usage volume.	RFQ revenue and platform activity revenue.	Use when RFQ monetization is expected to increase or decrease.
ACE price	Enter ACE price assumption. Dashboard baseline is based on the Excel/pricing model.	ACE revenue, ARPC, gross margin, revenue mix, and unit economics.	Use only when pricing changes are commercially defensible.
APE price	Enter APE price assumption.	APE revenue and pricing architecture.	Use when APE package pricing changes.
RFQ price	Enter RFQ price assumption.	RFQ revenue.	Use when changing priority RFQ monetization.
Enterprise subscription	Enter enterprise subscription price. Baseline is SAR 15,000.	Enterprise/API revenue, revenue mix, and valuation source revenue.	Use when changing B2B subscription pricing.
Platform subscription	Enter the monthly contractor platform subscription price. Baseline is SAR 500 per active contractor per month.	Platform subscription revenue, Revenue Growth, Revenue Mix, P&L, cash flow, valuation, and investor export summaries.	Use this to test recurring contractor subscription income separately from enterprise/API subscriptions. Setting it to SAR 0 returns the dashboard to the no-platform-subscription case.
Supplier PO value	Enter average supplier purchase order value. Baseline is SAR 1,500,000.	Marketplace commission revenue and revenue mix.	Use realistic PO values based on construction procurement data.
Subcontractor PO value	Enter average subcontractor purchase order value. Baseline is SAR 500,000.	Marketplace economics and commission revenue.	Use when subcontractor transaction value differs from supplier PO value.
Commission %	Enter marketplace commission percentage. Baseline is 1.5%.	Marketplace revenue, revenue mix, and unit economics.	Use carefully: small commission changes can materially change marketplace revenue.

6. Cost and profitability drivers

Cost drivers control payroll, infrastructure, operating spend, COGS, tax, and profit conversion. These fields affect Cost Structure, Burn & Runway, P&L, Cash Flow, and Data Validation Warnings.

Field / control	What to input	What it affects	How to use it
Payroll growth %	Broad payroll cost adjustment. 0% means baseline payroll plan.	Cost structure, burn, P&L, cash flow, runway, and net profit.	Use when changing the overall hiring/payroll intensity.
Hiring / salary increase %	Adjustment to hiring or salary uplift.	Payroll cost, burn, and operating expenses.	Use for inflation, compensation changes, or hiring plan changes.
Role headcount editor	Enter headcount by role on the Cost Structure page.	Payroll cost, cost structure, burn, and runway.	Use for detailed hiring plan edits instead of only increasing payroll growth.
Cloud usage %	Adjustment to cloud usage volume.	Cloud cost, burn, cost structure, and unit economics.	Use when platform activity requires more or less infrastructure.
Cloud cost	Enter unit cloud cost. Baseline from unit economics is SAR 18.	Variable unit cost, gross margin, LTV/CAC, and burn.	Use when infrastructure cost per activity changes.
AI cost	Enter unit AI cost. Baseline from unit economics is SAR 72.	Variable unit cost, gross margin, LTV/CAC, and COGS.	Use when AI processing cost changes.

Field / control	What to input	What it affects	How to use it
AI unit cost %	Percentage adjustment to AI unit cost.	COGS, unit economics, gross margin, and sensitivity analysis.	Use for stress-testing AI cost increases or efficiency gains.
Sales/marketing %	Adjustment to sales and marketing spend.	Cost structure, burn, runway, and cash flow.	Use when GTM spend changes with growth ambition.
G&A inflation %	Adjustment to general and administrative costs.	OPEX, burn, P&L, and cash flow.	Use for inflation, office, legal, accounting, admin, and overhead pressure.
Product development %	Adjustment to product development spend.	Use of funds, cost structure, burn, and runway.	Use when the product roadmap requires more or less investment.
Contingency %	Adjustment to contingency reserve.	Cash buffer, use-of-funds allocation, burn, and validation warnings.	Use to add safety margin; avoid deleting contingency before external review.
COGS rate %	Cost of goods sold as percentage of revenue. Baseline is around 8.1%.	Gross profit, EBITDA, net profit, P&L, and valuation quality.	Use when delivery cost structure changes materially.
OPEX growth %	Adjustment to operating expense growth.	EBITDA, net profit, burn, cash flow, and runway.	Use when non-COGS operating costs grow faster or slower than baseline.
Tax rate %	Tax rate applied to positive EBITDA. Baseline is 15%.	Tax and net profit.	Use according to the expected tax treatment for the entity and jurisdiction.

7. Funding and use-of-funds drivers

Funding inputs connect the investment ask to runway, investor ownership, cash flow, and how the capital will be spent. The baseline round is SAR 3M investment, SAR 25M pre-money valuation, SAR 30M post-money valuation, and 16.67% investor equity.

Field / control	What to input	What it affects	How to use it
Investment amount	Enter capital raised. Baseline is SAR 5,000,000.	Funding ask, closing cash, runway, investor equity, ROI, and cash flow.	Use to test whether the round size supports the hiring and execution plan.
Payroll allocation %	Percentage of funding allocated to payroll. Baseline is the largest category.	Use-of-funds chart and allocation warnings.	Use to show how much of the round supports team execution.
Sales & Marketing allocation %	Percentage allocated to sales and marketing.	Use-of-funds chart and GTM funding story.	Use to support growth and customer acquisition assumptions.
logistics allocation %	Percentage allocated to logistics/G&A-related source category.	Use-of-funds chart and cost structure.	Use when operational/logistics spend changes.
Operations allocation %	Percentage allocated to operations.	Use-of-funds chart and operating runway.	Use to fund execution capacity and operating overhead.
Product development allocation %	Percentage allocated to product development. Source label may appear as product devolepment.	Use-of-funds chart and product roadmap funding.	Use to connect capital with platform build milestones.
Cloud allocation %	Percentage allocated to cloud/infrastructure.	Use-of-funds chart and infrastructure funding.	Use when cloud spend is a major scaling requirement.
Contingency allocation %	Percentage allocated to contingency.	Use-of-funds chart and warning logic.	Use as a cushion for plan uncertainty.

8. Valuation drivers

Valuation drivers connect the revenue model to enterprise value, investor equity, investor value, and ROI. The dashboard intentionally warns that the valuation ARR baseline does not currently reconcile perfectly to the revenue model, so these inputs should be explained clearly during investor discussions.

Field / control	What to input	What it affects	How to use it
ARR multiple	Enter ARR multiple. Baseline is 5.0x.	Enterprise value, investor value, ROI multiple, valuation sensitivity.	Use multiples supported by comparable SaaS/marketplace businesses and investor expectations.
Pre-money valuation	Enter valuation before the new investment. Baseline is SAR 25M.	Post-money valuation and investor equity.	Use to test ownership dilution and investor return.
Y5 revenue source	Choose valuation tab baseline, valuation target ARR, revenue model Y5 annual, or revenue model exit-month ARR.	Enterprise value, valuation warnings, scenario comparison, ROI.	Use this to make explicit which revenue number drives valuation. Do not switch sources without explaining why.
Investor equity	Read-only result, not an input. It is funding divided by post-money valuation.	Investor value and ROI.	Use as a sanity check after changing funding or pre-money valuation.

9. Unit economics drivers

Unit economics inputs explain whether customer acquisition and platform usage are financially attractive. They affect LTV, LTV/CAC, gross margin, investor readiness, and sensitivity analysis.

Field / control	What to input	What it affects	How to use it
CAC	Enter customer acquisition cost. Baseline is SAR 8,500.	LTV/CAC, investor readiness warnings, sensitivity analysis.	Use a cost supported by sales and marketing assumptions. Lower CAC improves the story but must be defensible.
ARPC	Enter average revenue per customer. Baseline is SAR 34,300.	LTV, LTV/CAC, unit economics, revenue quality.	Use when customer monetization changes.
LTV period	Enter how many ARPC periods are used to calculate LTV. Baseline is 3.0x.	Estimated LTV and LTV/CAC.	Use conservative retention logic unless actual retention data supports a higher value.
Gross margin %	Enter unit gross margin. Baseline is around 89.4%.	LTV, unit economics, profitability quality, and sensitivity.	Use when delivery cost, AI cost, cloud cost, or support cost changes.
Support cost	Enter unit support cost. Baseline is SAR 10.	Variable unit cost, gross margin, and LTV/CAC.	Use when customer support intensity changes.
Marketplace commission SAR	Enter average SAR commission captured from marketplace transactions. Baseline is SAR 22,500.	Marketplace economics and unit economics.	Use when transaction size or commission model changes.

10. Practical review checklist

Before changing numbers

- Confirm whether the discussion is about the Base case, a CEO case, or an investor case.
- Save the current case before editing major assumptions.

- Decide whether you are testing market size, adoption speed, pricing, cost discipline, funding, valuation, or unit economics.

After changing numbers

- Check Executive Overview for revenue, net profit, closing cash, and LTV/CAC movement.
- Check Burn & Runway for negative cash or low runway.
- Check P&L for unrealistic margins or profitability jumps.
- Check Valuation & Scenarios for ARR/revenue mismatch warnings.
- Check Audit Trail to understand the before/after impact.
- Check Data Validation Warnings before exporting investor materials.

Investor-safe rule

Do not use the right sidebar to make the story look better without a real assumption basis. Every field should be tied to one of four things: Excel baseline, market research, operational evidence, or an explicit scenario assumption.