KAOS — Use of Funds (18-Month Plan)

Seed Round Target: $4,000,000

This document outlines the proposed allocation of funds from our seed round to achieve key growth milestones over the next 18 months. The primary objective is to reach **$1.5M in Annual Recurring Revenue (ARR)** and secure our first **15 enterprise customers**.

Fund Allocation Summary

Category	Allocation (%)	Amount	Key Objective
Product & Engineering	50%	$2,000,000	Accelerate roadmap, launch self-serve, build out core platform features.
Go-to-Market (GTM)	30%	$1,200,000	Build a core sales & marketing team, drive lead generation, close first 15 enterprise deals.
General & Administrative (G&A)	15%	$600,000	Legal, finance, operations, and administrative functions to support growth.
Contingency	5%	$200,000	Unforeseen expenses and strategic opportunities.
Total	**100%**	**$4,000,000**	

Detailed Breakdown by Quarter

Phase 1: Foundation (Months 1-6)

- **Headcount:** Hire 4 Engineers, 1 Sales Lead, 1 Marketing Manager.
- **Product:** Launch V1 of KAOS OS (self-serve), add 20 new integrations.
- **GTM:** Build initial sales pipeline, launch content marketing, close first 3 enterprise pilots.

Expense	Monthly Burn	6-Month Total
Salaries	$85,000	$510,000
Marketing & Sales Tools	$10,000	$60,000
Cloud Infrastructure	$5,000	$30,000
G&A (Legal, Accounting)	$5,000	$30,000
Total	**$105,000**	**$630,000**

Phase 2: Acceleration (Months 7-12)

- **Headcount:** Hire 4 more Engineers, 2 Account Executives, 1 Content Marketer.
- **Product:** Launch enterprise-grade features (SSO, advanced governance), scale to 100 integrations.
- **GTM:** Convert pilots to paid contracts, scale ABM campaigns, achieve $500K ARR.

Expense	Monthly Burn	6-Month Total
Salaries	$150,000	$900,000
Marketing & Sales Programs	$25,000	$150,000
Cloud Infrastructure	$10,000	$60,000
G&A	$10,000	$60,000
Total	**$195,000**	**$1,170,000**

Phase 3: Scale (Months 13-18)

- **Headcount:** Hire 7 more Engineers, 3 Sales Development Reps, 2 Partner Managers.
- **Product:** Launch internationalization, achieve SOC 2 compliance, open marketplace for third-party agents.
- **GTM:** Expand to US market, build channel partner program, achieve $1.5M ARR.

Expense	Monthly Burn	6-Month Total
Salaries	$250,000	$1,500,000
Marketing & Sales Programs	$50,000	$300,000
Cloud Infrastructure	$20,000	$120,000
G&A	$15,000	$90,000
Total	**$335,000**	**$2,010,000**

Total 18-Month Budget

Phase	Total Spend
Phase 1	$630,000
Phase 2	$1,170,000
Phase 3	$2,010,000
Sub-total	**$3,810,000**
Contingency (5%)	$190,000
Grand Total	**$4,000,000**