|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2023 | 2024 | 2025 | 2026 | Total |
| **Benefits** |  |  |  |  |  |
| Number of views to the site |  | 100,000 | 500,000 | 800,000 | 1,400,000 |
| Percentage from each order |  | 0 | 120,000 | 250,000 | 370,000 |
| Investments |  | 0 | 800,000 | 1,000,000 | 1,800,000 |
| Advertisements |  | 10,000 | 50,000 | 100,000 | 160,000 |
| **Total Benefits** |  | 110,000 | 1,470,000 | 2,150,000 | 3,730,000 |
| ***PV Total Benefits*** |  | 95,022 | 1,269,841 | 1,857,250 | 3,222,113 |
| **Development costs** |  |  |  |  |  |
| Analysis and design | 50,000 | 0 | 0 | 0 | 50,000 |
| Initial salaries for developers | 100,000 | 0 | 0 | 0 | 100,000 |
| Consultant fees | 30,000 | 0 | 0 | 0 | 30,000 |
| Domain | 5,000 | 0 | 0 | 0 | 5,000 |
| Office space and equipment | 150,000 | 0 | 0 | 0 | 150,000 |
| ***Total development costs*** | **335,000** |  |  |  | **335,000** |
| **Operational costs** |  |  |  |  |  |
| Salaries |  | 500,000 | 600,000 | 700,000 | 1,800,000 |
| Equipment repair and upgrades |  | 70,000 | 80,000 | 90,000 | 240,000 |
| Internet subscription |  | 10,000 | 10,000 | 10,000 | 30,000 |
| User training |  | 5,000 | 6,000 | 7,000 | 18,000 |
| Marketing |  | 100,000 | 120,000 | 150,000 | 370,000 |
| Activities |  | 30,000 | 50,000 | 70,000 | 150,000 |
| ***Total operational costs*** |  | **715,000** | **866,000** | **1,027,000** | ***2,608,000*** |
| ***Total costs*** | **335,000** | **715,000** | **866,000** | **1.027,000** | **2,943,000** |
| ***Present value total costs*** | 289,385 | **617,643** | **748,083** | **887,161** | **2,542,272** |
| ***Total benefits – Total costs*** | (289,385) | **-522,621** | **521,758** | **970,089** | 679,841 |
| ***Cumulative Net cash Flow*** | (289,385) | -812,006 | -290,248 | 679,841 |  |
| ***Return on investment*** | 26.74% | |  |  | |
| ***Break even point*** | 2.42 years | | |  | |