|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2023 | 2024 | 2025 | 2026 | Total |
| **Benefits** |  |  |  |  |  |
| Number of views to the site |  | 5,000 | 15,000 | 30,000 | 50,000 |
| Percentage from each order |  | 0 | 120 | 1,825 | 1,945 |
| Investments |  | 0 | 50,000 | 150,000 | 200,000 |
| **Total Benefits** |  | 5,000 | 65,120 | 181,825 | 251,945 |
| ***PV Total Benefits*** |  | 4,319 | 56,253 | 157,067 | 217,640 |
| **Development costs** |  |  |  |  |  |
| Domain | 500 | 0 | 0 | 0 | 500 |
| Virtual server | 20,000 | 0 | 0 | 0 | 20,000 |
| ***Total development costs*** | **20,500** | 0 | 0 | 0 | **20,500** |
| **Operational costs** |  |  |  |  |  |
| Private Server |  | 20,000 | 20,000 | 20,000 | 60,000 |
| Office Space Workplace |  |  | 24,000 | 24,000 | 48,000 |
| Marketing |  | 20,000 | 30,000 | 50,000 | 100,000 |
| ***Total operational costs*** |  | **40,000** | **74,000** | **94,000** | **208,000** |
| ***Total costs*** | **20,500** | **40,000** | **74,000** | **94,000** | **228,500** |
| ***Present value total costs*** | 17,709 | 34,554 | 63,924 | 81,201 | 197,387 |
| ***Total benefits – Total costs*** | -17,709 | -30,234 | -7,671 | 75,867 | 20,253 |
| ***Cumulative Net cash Flow*** | -17,709 | -47,943 | -55,614 | 20,253 |  |
| ***Return on investment*** | 10.26% |  |  |  | |
| ***Break-even point*** | 2.733 Years |  |  |  | |