

Cost Structure

Startup costs

Counselors	5000
Lawyer	5000
Accountant	0
Other things	0

Marketing / Web assets

Logo design, business cards	400
Brochures	2000
Total costs	25000
Sign posting	0
Opening reception	0
Web site	5000
App	20000
Other things	0

Fixed Costs

Maintenance	300
Hosting+domain	300

Total Fixed Costs	600
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Profit/Loss Breakdown

	Month 1	Month 2	Month 3
PPC/FB Ad Customers	17	23	29
Organic customers	5	7	9
Total Customers	22	30	38
Price per day	700	700	700
Nanny profit	595	595	595
Revenue per customer	105	105	105

Total revenue	2289	3154.2	3969
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Fixed costs	600	600	600

Google Adwords	178.56	281.23	416.64
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Facebook	1500	2100	2700
Total cost	2278.56	2981.232	3716.64
Profit / loss	10.44	172.968	252.36

Variable costs

AdWords spend

	Searches/month	CTR	Clicks	PPC (EUR)	PPC (DKK)	Cost (DKK)	Conversion rate	Conversions	Revenue	Profit / Loss
Month 1	1000	8%	80	0.3	2.232	178.56	6%	4.8	504	325.44
Month 2	1200	9%	108	0.35	2.604	281.232	6%	6.48	680.4	399.168
Month 3	1400	10%	140	0.4	2.976	416.64	6%	8.4	882	465.36

Facebook spend

	Cost per Day (D)	Cost per Month	Reach per day	Reach per month	CTR	Clicks	Conversion Rate	Conversions	Revenue	Profit / Loss
Month 1	50	1500	500	15000	2%	300	4%	12	1260	-240
Month 2	70	2100	690	20700	2%	414	4%	16.56	1738.8	-361.2
Month 3	90	2700	850	25500	2%	510	4%	20.4	2142	-558

Market cap

	Months
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1000000	20
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