

Financial Analysis for Digital Donation					
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Financial Analysis for the management and organization platform of blood donations					
Discount rate	8,00%				
Assume the project is completed in Year 0			Year		
	0	1	2	3	Total
Costs	13.100	3.000	3.000	3.000	
Discount factor	1,00	0,93	0,86	0,79	
Discounted costs	13.100	2.790	2.580	2.370	20.840
Cumulative costs	13.100	15.890	18.470	20.840	
Benefits	0	22.040	22.040	22.040	
Discount factor	1,00	0,93	0,86	0,79	
Discounted benefits	0	20.497	18.954	17.412	56.863
Cumulative benefits	0	20.497	39.452	56.863	
Discounted benefits - costs	(13.100)	17.707	16.374	15.042	36.023 ← NPV
Cumulative benefits - costs	(13.100)	4.607	20.982	36.023	
ROI	173%				
Payback in Year 1					
Assumptions					
Costs	total	#hours	price for hour	#members	calculations
PM	2.000 €	50	20	2	50h * 20€ * 2
Team member	5.250 €	50	15	7	50h * 15€ * 7
	total	#months	price for month	calculations	
Advertising costs	3.000 €	12	250 €	12m * 250€	
	total	#videos	price for video	calculations	
Video training	1.000 €	5	200 €	5v * 200€	
Frontend template	250 €				
Database	1.600 €	Note: estimated price to manage 2mln~ users			
		calculations			
Total project costs (all applied in year 0)	13.100 €	(50h * 20€ * 2) + (50h * 15€ * 7) + 3000€ + 1000€ + 250€ + 1600€			
Maintenance each year	3.000 €				
Benefits					
Internal staff in one year	1000	Note: assuming that each local office has only one member that calls donors			
Hours saved in one year for each staff member	96	Note: assuming that each staff member calls donors 2 hours in a week			
€/hour benefit from saving time	0,16 €	Note: benefit from saving time refers to telephone charges each hour			
0,4% increment of subsidies by using the platform	6.680 €	Note: assuming that the institution obtains 1'670'000~ € of subsidies in one year			
		calculations			
Total annual projected benefits	22.040 €	1000 users * 96 h * 0.18€ + 6680€			

Costi e benefits cumulativi

Anno	Costi cumulativi	"Benefits cumulativi"
0	13.100	0
1	15.890	20.497
2	18.470	39.452
3	20.840	56.863

