In-House variant	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Total
Probability	10%	10%	15%	65%	100%
Total Investment	$320,000	$2,420,000	$2,420,000	$2,420,000	
Total Return	$317,720	$86,280	$1,560,240	$4,177,220	
Opportunity loss	$128,000	$968,000	$968,000	$968,000	
Net Benefit / Loss	$189,720	-$881,720	$592,240	$3,209,220	
Expected return	$18,972	-$88,172	$88,836	$2,085,993	**$2,105,629**
Public variant	**Outcome 1**	**Outcome 2**	**Outcome 3**	**Outcome 4**	**Total**
Probability	10%	10%	15%	65%	100%
Total Investment	$320,000	$320,000	$320,000	$320,000	
Total Return	$151,720	$450,280	$1,372,240	$2,357,200	
Opportunity loss	$128,000	$128,000	$128,000	$128,000	
Net Benefit / Loss	$23,720	$322,280	$1,244,240	$2,229,200	
Expected return	$2,372	$32,228	$186,636	$1,448,980	**$1,670,216**

Let us go through the terms.

- *Probability*: the likelihood of this outcome occurring according to sales and marketing.
- *Total investment:* the total amount of capital we're putting into this effort.
- *Total return:* the amount of capital being returned (after repayment of investment). This is the annual net cash flow including any disposals.
- *Opportunity loss:* the return I would have expected had I spent the capital on other projects. In the LFP scenario