

Public variant (one-year project, possible extension)	Outcome 1	Outcome 2	Outcome 3	Outcome 4
Price per lead	\$40	\$40	\$40	\$40
Direct visitors	7,000	7,000	14,000	14,000
Microsite visitors	50,000	400,000	400,000	800,000
Conversion rate	8%	8%	12%	12%
Indirect visitors	4,000	32,000	48,000	96,000
Total visitors per month	11,000	39,000	62,000	110,000
Conversion to lead	18%	18%	18%	18%
Number of leads	1,980	7,020	11,160	19,800
Revenue per month	\$79,200	\$280,800	\$446,400	\$792,000
cost of distribution	\$2,970	\$10,530	\$16,740	\$29,700
cost of print	\$7,920	\$28,080	\$44,640	\$79,200
cost of microsite	\$5,000	\$40,000	\$40,000	\$80,000
cost of testing application	\$22,000	\$78,000	\$124,000	\$220,000
cost of marketing	\$2,000	\$60,000	\$80,000	\$160,000
Total cost per month	\$39,890	\$216,610	\$305,380	\$568,900
Net income per month	\$39,310	\$64,190	\$141,020	\$223,100
Annual net income	\$471,720	\$770,280	\$1,692,240	\$2,677,200
Early stage investment				
Development cost	\$320,000	\$320,000	\$320,000	\$320,000
Total investment	\$320,000	\$320,000	\$320,000	\$320,000
Annual net cash flow	\$151,720	\$450,280	\$1,372,240	\$2,357,200
ROI	47.4%	140.7%	428.8%	736.6%

Engineering

Development has also provided a map of the space which covers both the “in-house” and “public” variants. The difference is simply explained as a shift from a more product style of platform (requiring us to build, maintain and operate our own product stack) to a more utility environment. One significant change with this shift is function based billing through which greater transparency, clarity and variability on IT expenditure can be achieved.

These environments are relatively new but development believe that building skills in this “*serverless*” space (the common term used in the market for public code execution platforms despite the obvious