Public platform variant	Outcome 2	Development Proposal	Marketing Proposal	Dev + Mkt
Price per lead	$40	$40	$40	$40
Direct visitors	7,000	7,000	7,000	7,000
Microsite visitors	400,000	400,000	800,000	800,000
Conversion rate	8%	8%	8%	8%
Indirect visitors	32,000	32,000	64,000	64,000
Total visitors per month	39,000	39,000	71,000	71,000
Conversion to lead	18%	18%	18%	18%
Number of leads	7,020	7,020	12,780	12,780
Revenue per month	$280,800	$280,800	$511,200	$511,200
Cost of distribution	$10,530	$10,530	$19,170	$19,170
Cost of print	$28,080	$28,080	$51,120	$51,120
Cost of microsite	$40,000	$10,000	$80,000	$20,000
Cost of testing application	$78,000	$19,500	$142,000	$35,500
Marketing	$60,000	$60,000	$210,000	$210,000
Total cost per month	$216,610	$128,110	$502,290	$335,790
Net income per month	$64,190	$152,690	$8,910	$175,410
Annual net income	$770,280	$1,832,280	$106,920	$2,104,920
Early stage investment				
Development	$320,000	$670,000	$320,000	$670,000
Total Investment	$320,000	$670,000	$320,000	$670,000
Annual net cash flow	$450,280	$1,162,280	-$213,080	$1,434,920
ROI	140.7%	173.5%	-66.6%	214.2%

The first thing to note is we're in much better shape with outcome 2 because we didn't have that initial sunk cost of investment. But then something odd happens. If you look at the development option, by spending money on refactoring then we make a much better return. In fact, it's a huge return! Hang on, how's that possible? Well simply put, we're paying for consumption of the utility platform (such as AWS