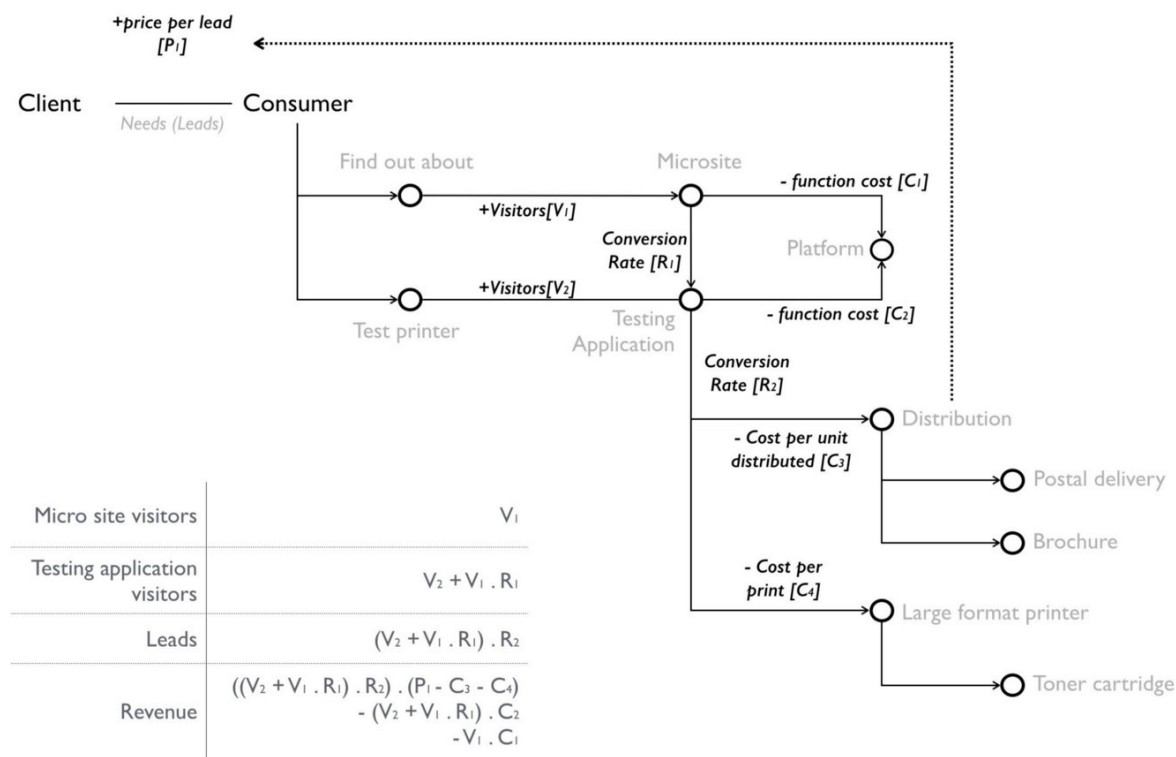model for the map above.

Figure 87— Building a financial model for LFP

This is like manna from heaven for someone trying to build a business. Certainly I have the investment in developing the code but with the application being a variable operational cost then I can make a money printing machine which grows with users. It also changes my focus on investment — do I want to invest in increasing marketing for more users, or the conversion rate, or maybe the testing application is so badly written (or a function within it) that investing in coding improvement will bring me better returns? Suddenly, the whole way I build a business and invest is changed.