

Financial Analysis for FitDiary

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		Date:	16/10/2021		
Discount rate	8,00%				
Assume the project is completed in Year 0			Year		
	0	1	2	3	Total
Costs	24.000	15.000	15.000	15.000	
Discount factor	1,00	0,93	0,86	0,79	
Discounted costs	24.000	13.950	12.900	11.850	62.700
Benefits	0	120.000	240.000	360.000	
Discount factor	1,00	0,93	0,86	0,79	
Discounted benefits	0	111.600	206.400	284.400	602.400
Discounted benefits - costs	(24.000)	97.650	193.500	272.550	539.700 ← NPV
Cumulative benefits - costs	(24.000)	73.650	267.150	539.700	
ROI →	861%	↑			
Payback in Year 1					
Assumptions					
Costs	Cost/Hour	Hour			Partial
2 Project Managers	50	50			5000
8 Team Members	35	50			14000
Infrastructure					3500
Advertisings					1500
Total Project Costs(applied in year 0)					24000
Benefits		Price			
Subscription/year		6000	6000	6000	
Number of customers		20	40	60	
Total per year		120000	240000	360000	
Manutention	Cost/Hour	Hour			Total
4 Team Members	35	50			7000
2 Project Managers	50	50			5000
Infrastructure Upgrade					3000
Total per year					15000