

PUMA Training Platform

Development Valuation & Trial Value

What Was Built

Component	One-Line Description
6 Mission Modules	Complete training curriculum covering first impressions to closing
3 Lesson Modules	Customer types, sales scripts, and upselling strategies
3 Training Games	Interactive practice with real-time scoring and performance tracking
40+ Scenarios	Real Nigerian PUMA retail situations based on expert interviews
50,000+ Words	Professional training content with psychology principles
Mobile Platform	Works on staff phones during shifts - no computers needed
Telegram Community	Daily check-ins and peer learning (staff share wins with each other)

Professional Development Cost

If this platform were built by a professional agency team in Nigeria (4 specialists):

Role	Hours	Rate/Hour	Total Cost
Learning Designer + Writer	300 hrs	N40,000	N12,000,000
Front-End Developer	220 hrs	N55,000	N12,100,000
UI/UX + Game Designer	240 hrs	N45,000	N10,800,000
Project Manager	180 hrs	N40,000	N7,200,000

Post-Trial Commercial Framework

After validation through measurable results, recommended pricing options:

Model	Pricing	What's Included
Per-Store Licensing	N350,000 - N450,000 per month	Up to 15 staff, monthly content updates, analytics dashboard, performance tracking
Enterprise (5+ Stores)	N300,000 - N350,000 per store/month	Bulk discount, centralized analytics, cross-store leaderboards, priority support
Performance-Based	N750,000 base + 5% incremental revenue	Aligned incentives - platform cost tied to proven results and revenue growth

ROI Context - Why This Pays For Itself

Metric	Current	With Training	Monthly Impact
Average Basket	N25,000	N27,500 (+10%)	+N2,500/sale
Sales/Day/Staff	10 sales	10 sales	—
Staff Count	15 staff	15 staff	—
Daily Incremental	—	—	N375,000
Monthly (25 days)	—	—	N9,375,000

Platform Cost: N350,000/month | Potential Monthly Impact: N9,375,000

The platform pays for itself if basket size increases by just N2,500 per sale (10% improvement). This is conservative - many retail training programs achieve 15-20% improvements.

Alternative Calculation: One full-time trainer costs N400,000+/month with inconsistent results. This platform at N350,000/month delivers consistent training to all staff 24/7.

Bottom Line: PUMA receives a N42.1M platform for free during trial. After proven results, licensing at N350-450k/month per store represents 1% of development cost monthly. Platform pays for itself with just 10% basket size improvement (N2,500/sale increase). This is a performance-driven investment, not an expense.