

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 |
| | | TOTAL | N42,100,000 |

Timeline: Agency = 22 weeks. This platform = 6 weeks.

Quality: Built specifically for PUMA Nigeria based on retail expert interviews.

Trial Phase Value Proposition

- **N42.1M Platform** provided at **zero cost** for trial validation
- **Freemium Model** (like Spotify) - full access to prove value before commercial terms
- **7-Person Pilot** to test real-world effectiveness with actual PUMA staff
- **Risk-Free Testing** - evaluate ROI with no upfront investment
- **Measurable Results:** basket size, upsell rates, staff confidence, training time

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.