**ASSIGNMENT 5**

**FINANCIAL METRICS   
Due Monday 10/27 - 11:59pm – Submit these numbers on the Google form/spreadsheet for your team. Submit your P&L spreadsheet to** [**msande273@gmail.com**](mailto:msande273@gmail.com)**.**

All teams come prepared to discuss the following data.

**Data:**

* Market size
  + Total Addressable Market
  + Initial target market
* Revenue
  + Year 1
  + Year 3
  + Year 5
* Gross margin
  + Year 1
  + Year 3
  + year 5
* Operating income – Year 5
  + Total $
  + % of revenue
* Sales and marketing expenses – year 5
* Customer acquisition cost ($/customer)
  + Year 1
  + Year 3
  + Year 5
* Year achieve cash-flow positive

**Proxies:**

Use Edgar to find S-1 filings for at least 2 proxies. Report on metrics below for these two companies

* Market size
  + Total Addressable Market
  + Initial target market
* Revenue
  + Year 1
  + Year 3
  + Year 5
* Gross margin
  + Year 3
  + year 5
* Operating income – Year 5
  + Total $
  + % of revenue
* Sales and marketing expenses – year 5
* Customer acquisition cost ($/customer)
  + Year 1
  + Year 3
  + Year 5
* Year achieve cash-flow positive