**RESULTS OF ANALYSIS**

Based on our survey results out of 43 responses, we found that students, on average, are willing to pay $249.8 for projectors over chalkboards in their classrooms, and $250.8 for SMART Boards over chalkboards in their classrooms, per semester.

Using these two values as our students’ Willingness to Pay values, subtracted with the current annual technology fee of $430, we found the university would be able to collect $479,961.60 and $486,857.60 exclusively for projectors and SMART Boards, respectively, from 6896 enrolled undergraduate students currently here at Carnegie Mellon.

Then we found the initial capital investment of the two technologies would be $106,164 and $194,859, respectively, for 36 units purchased in total. Then we did some research on the upkeep cost of each alternative and derived a cash flow table for the next 20 years, with the upkeep cost increasing 5% each year.

With a net profit table for the next 20 years, we were able to calculate the Net Present Value for each technology based on all the data analyzed. We found the Net Present Value for an investment in projectors would yield a total profit of $6,179,417.83, while only a profit of $4,774,366.47 for SMART Boards. Thus, we can preliminarily conclude that investing in projectors would be a more cost-effective solution for the university to improve students’ learning outcomes.

For our next steps, we are planning to perform various sensitivity analysis on the students’ WTP for each technology, as well as the yearly maintenance cost and rate since there is more than one provider for each technology and their costs differ quite significantly. If possible, we also plan to collect more data on other sources of benefits that can yield from the two technologies, since the SMARTBoard arguably provides better learning outcome for students and more ease of use for the lecturers. These benefits will be hard to turn into concrete monetary values but with these benefits, we will be able to provide a more informed recommendation.