Charts: columns with alphanumeric characters need to be flush left to align with each other. Columns with check boxes or “x” should be centered. Columns with numbers or dollars should be aligned flush right with each other so the amounts are clearly understood. For example, in your Fee Schedule chart for Kraken, the amounts in the right hand column are centered. These numbers should be aligned flush right to each other so the <10,000,000 and the > 10,000,000 amounts protrude to the left. In the Trading Fees chart for Coinsetter, the information in the rows in the left column should align flush left to each other. Be sure to check all of your charts to see that they conform.

The Opportunities and Threats in your SWOT Analyses need to be written as taught. For example, the Threat in Challenge 2 SWOT is not written correctly. Check all you SWOT Analyses to assure they conform.

Under Technographics in Micro Segment 1: Internet shoppers, change “good and services” to “goods and services.”

The Place section does not start out with Place Objectives – which should be written with the three parts as we learned in class.

On the page you numbered 58, change the title from “Operation Budget” to either “Operations Budget” or “Operating Budget”

Again, be sure to align columns within charts to conform to what was stated above.

You showed tables that you called “Place Holders” for Breakeven Analysis. Where is the support for these?

I could not find any Lifetime Value calculations for your promotion efforts.

I could not find a One Year Marketing Plan spreadsheet.

Please submit the revised document to me by midnight, Thursday, December 17, 2015. Thank you.

You also need to include a disclaimer if you prepared the Financial Statements for your Business Plan, or a signed affidavit from a professional accountant if they prepared the Financial Statements.

*Add new section after Price*

# Marketing Metrics

## Average annual revenue per customer $9.85

## Operating budget 847,120

## Setup 93,750

* Response rate social media .000006
* Mag .00004
* Newpaper .00002

## Year One Marketing Plan

Currency exchange will execute the following promotional strategy. The following plan outlines the eight promotional efforts that Currency exchange will use in the first year of operations.

To calculate response rates we conducted market research, speaking with industry insiders who are familiar with promotional efforts similar to our strategy. To further predict results related to social media posting we analyzed similar marketing campaigns by our competitors giving special weight to Coinbase, our closest competitor and the only US based exchange.

[add chart]

## Breakeven Analysis

Because there is virtually no variable cost for services we are providing all break breakeven analysis calculations are made by looking at the average revenue expected from each customer and determining how many trading days it will take to pay back the cost of setting up the exchange plus the cost of marketing campaigns. Average revenue expected from a customer was calculated using existing exchanges average daily volume per customer. Final calculation for breakeven will be expressed in user trading days.

[add chart]

## Lifetime Value

Our promotional efforts are designed to get customers to use our exchange. The value of a customer is expressed at the average annual trading volume expected from each customer. Projected average annual revenue per customer was calculated by analyzing established exchanges with special weight given to Coinbase the only US based exchange.

[add chart]

**Financial Statements disclaimer**

Copy sample plan from samples

**This to Edit**

* On the page you numbered 58, change the title from “Operation Budget” to either “Operations Budget” or “Operating Budget”
* The Place section does not start out with Place Objectives – which should be written with the three parts as we learned in class.
* Under Technographics in Micro Segment 1: Internet shoppers, change “good and services” to “goods and services.”
* The Opportunities and Threats in your SWOT Analyses need to be written as taught. For example, the Threat in Challenge 2 SWOT is not written correctly. Check all you SWOT Analyses to assure they conform.
* Reformat charts Alpha numeric left, check box center, numbers right;