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## Passports costs and infrastructure of start up description

**Karen West** <karenwest15@gmail.com>                    Wed, May 13, 2015 at 6:18 PM
To: "Will B." <will.bruner@gmail.com>
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Hi Will,

Thanks for answering all my questions today in regard to the Passports OEP that is due Sun. May 17th.

Below are the parts after we spoke that we decided you would do best to answer for us.  Thanks and I will be ready to talk again on Friday at 6pm to wrap up our OEP conversation, and also let you know what my husband said in regard to my being in the Boston area for the bizzz venture.

After we speak on Friday at 6pm, I will complete the write up and slides and all OEP deliverables by Saturday so that if we need to speak or tweak it at all before Sunday when it is due, there will be time to do that.

Thanks,
Karen

Infrastructure Description - all the various parts of the Passports business that would be needed - perhaps all that bizzz has, except that Passports is a soft business, and bizzz is a software and hardware business, so slightly different in its infrastructure needs.

Revenues and Costs for Passports:
--monthly revenue from 1000 users or 1 person with 1000 contacts (we discussed this one in detail and it came out to be: $8640 revenue per month per 1000 users or 1 person with 1000 contacts

--tourism partners and revenue model: montly recurring revenue from tourism partner or retail partner ($200/month fee), and if each tourist city has 180 retail businesses, that is $36,000 per month recurring revenue from a tourist city in advertisement fees.  If there are 100 top tourist cities, then that would be $3,600,000 per month in advertising fees from the top 100 tourist cities' retailers.

--other revenue streams may be from learning lessons on how to do something while traveling, such as horse back riding, scuba diving, sailing, power boating, jet skiing, fishing, golfing, bike riding, or even music.  (we have to give estimates on these)

--what do you do about tourist attractions that are government funded (such as the museums in Washington,DC, that are supported by the government, the famous Smithsonians) in terms of including them as tourist attractions on the passport app

Cost of Passports infrastructure
--cost of employees and equipment
--cost of acquiring a user
--cost of acquiring a paying customer retail advertiser or tourism partner
--any tactics to lower the cost of user acquisition or retail adviser/tourism partner
--cost of web server and hosting, which is how the product is delivered, when they click on ad that takes them to site to download passports app
--cost of customer support

**Have to make clear that the per unit costs are lower than the per unit revenues to show that passports is a viable business

**If you find Passports is not a viable business (costs exceed revenue), we have to explain what we can do to make revenues higher than the costs.