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| First Month |
| Database/Website/domain – 50 |
| Ads – 300 – **30-50k Impressions – 400 clicks (average) 15% - €6, 1% - €60** |
| NFC card – 115 |
| |  | | --- | | Total – 460 | |
| **Income – 430** |
| **Loss – 30** |

**First Year**

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| If we don’t maintain users: |
| **Total Expenditure Year – 5520** |
| **Total Income Year – 5160** |
| **Total Loss – 360** |

Second Year

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| If we maintain users: |
| **Total Expenditure Year – 5100** |
| **Total Income Year – 7200** |
| **Total Profit - 2100** |