

Mini MVP

Costos					
MARKETING	May - Add Campaign	Clicks	Conversion: 1%	Total Orders	
Google	€360,00	1050	10		
Facebook	€500,00	5700	57	67	
Total Marketing Adds Cost	€860,00				
PRODUCTION	Cost per Unit	Unit Cost	Total Cost	Total Units	
Confection	€10,00				
Textile	€5,00				
Printing	€8,00				
Logistics	€20,00				
Packaging	€5,00	€48,00	€7200,00	150	
ROI + MARGINS + CAC	Sold Units*	Unit Price	Total Revenue	Cost	Gross Profit
	67	€80,00	€5360,00	€8060,00	-€2700,00
	All Units Sold ^a	Unit Price	Total Revenue	Cost	Gross Profit
	150	€80,00	€12000,00	€8060,00	€3940,00
	All Units Sold:	Gross Margin	CAC	ROI	Break Even
		23,96 %	€12,84	48,88 %	62 %
					93 Units
Total Investment ^o :	€10000,00				
*This doesn't take in account sales derived from Friends&Family of the designers that take part in the competition, organic traffic or pre-sales.	^a This doesn't take in account other products on sale besides the two crowdsourced shirt designs.	^o (Includes purchase of accessories and other goods to complement main offer)			