

USD		Quantasphere	Benchmark
Lite	LTV	7500	
	Avg. No of Users per contract	500	
	Unit cost	15	
A)	Average Revenue per Unit	15	10 to
B)	COGS	2	4
C)	Gross Profit per Unit	13	
D)	Gross Margin (%)	86.7%	
E)	Average Customer Lifetime	10	
	LTV	65,000	
Embedded	LTV		
A)	Average Revenue per Unit	8,484,000	
B)	COGS	4,242,000	
C)	Gross Profit per Unit	4,242,000	
D)	Gross Margin (%)	50%	
E)	Average Customer Lifetime	15	
	LTV	63,630,000	
Trustless	LTV		
A)	Average Revenue per Unit	22,000,000	
B)	COGS	13,200,000	
C)	Gross Profit per Unit	8,800,000	
D)	Gross Margin (%)	50%	
E)	Average Customer Lifetime	15	
	LTV	132,000,000	
Lite	CAC		
F)	S&M 3%	225	
G)	Number of New Customers	100	
CAC		22500	
	Ratio	3	
Embedded	CAC		
F)	S&M 20%	1,696,800	
G)	Number of New Customers	1	
H)	Pilot	500,000	
CAC		2,196,800	
	Ratio	29.0	
Trustless	CAC		
F)	S&M 20%	4,400,000	
G)	Number of New Customers	1	
H)	Pilot	1,000,000	
CAC		5,400,000	

	Ratio	24.4	
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