

Total apps downloaded	% usage per month	Plugs bought per play	20	16	14	12	8	4	Monthly totals
50,000	10%	Outlay per play	€ 100	€ 80	€ 70	€ 60	€ 40	€ 20	
Weekly users	5000	% of group buying plugs	2%	6%	10%	12%	20%	50%	100%
		Number of buyers	100	300	500	600	1000	2500	5000
		Number of €5 plugs sold	2000	4800	7000	7200	8000	10000	39000
		Total sales	€ 10,000	€ 24,000	€ 35,000	€ 36,000	€ 40,000	€ 50,000	€ 195,000

Guide
Variable data entry in yellow
Resulting figures in pink

Total number of £5 plugs bought	39000
Total value of purchased plugs	€ 195,000
Donations made to plug fund	€ 50,000
Base value of plug fund	€ 245,000
Actual value of a single £5 plug	€ 6.28
Return on advertising per €5 plug	4.10%
Earnings from adverts per €5 plug	€ 10,045
Combined plug fund purchased, donated and ad income	€ 255,045
New value of a single £5 plug	€ 6.53961538462