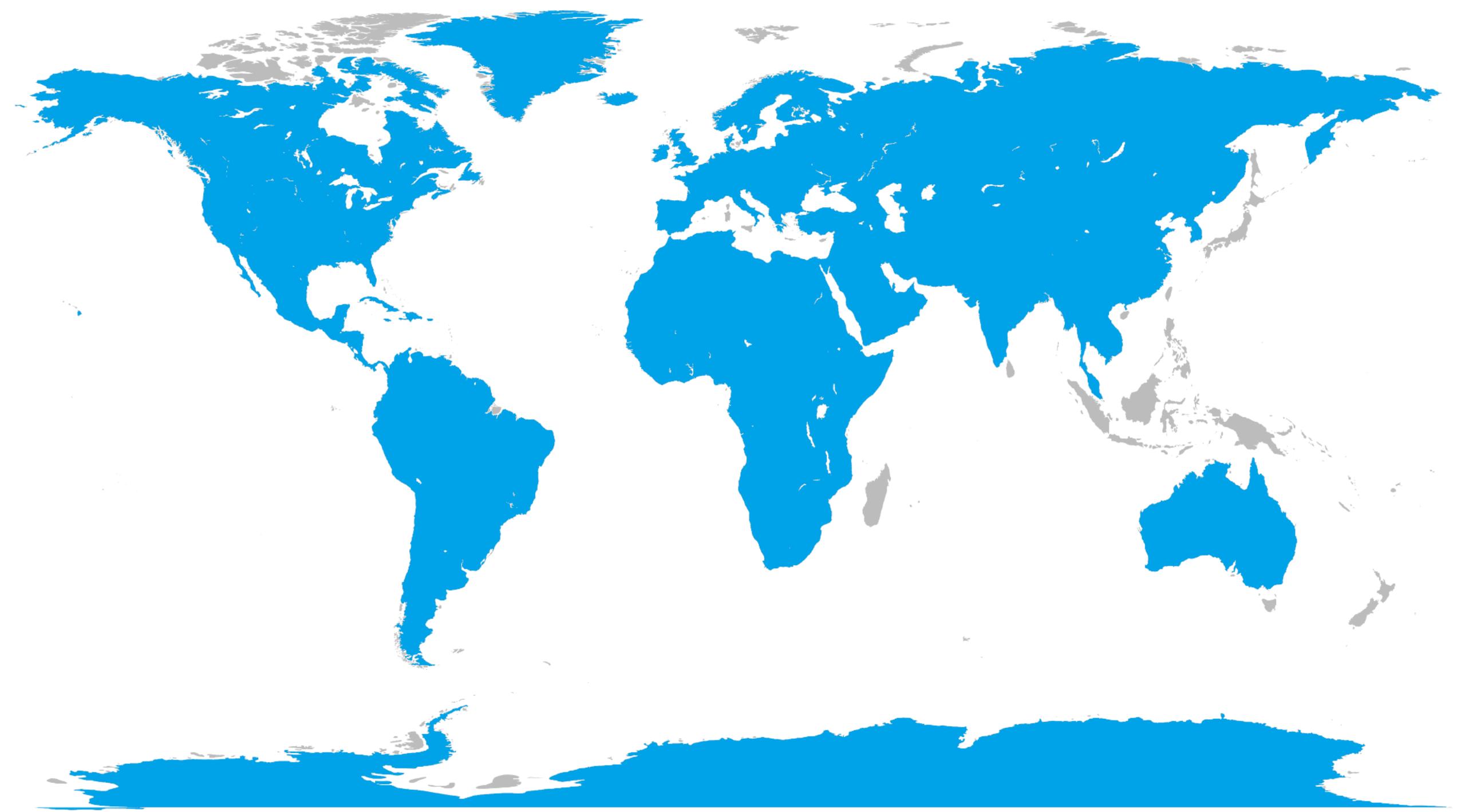


ON SPOT

Muhammad Khan
Ana-Sophia Brande
Lucas Savoy
Anna Villani







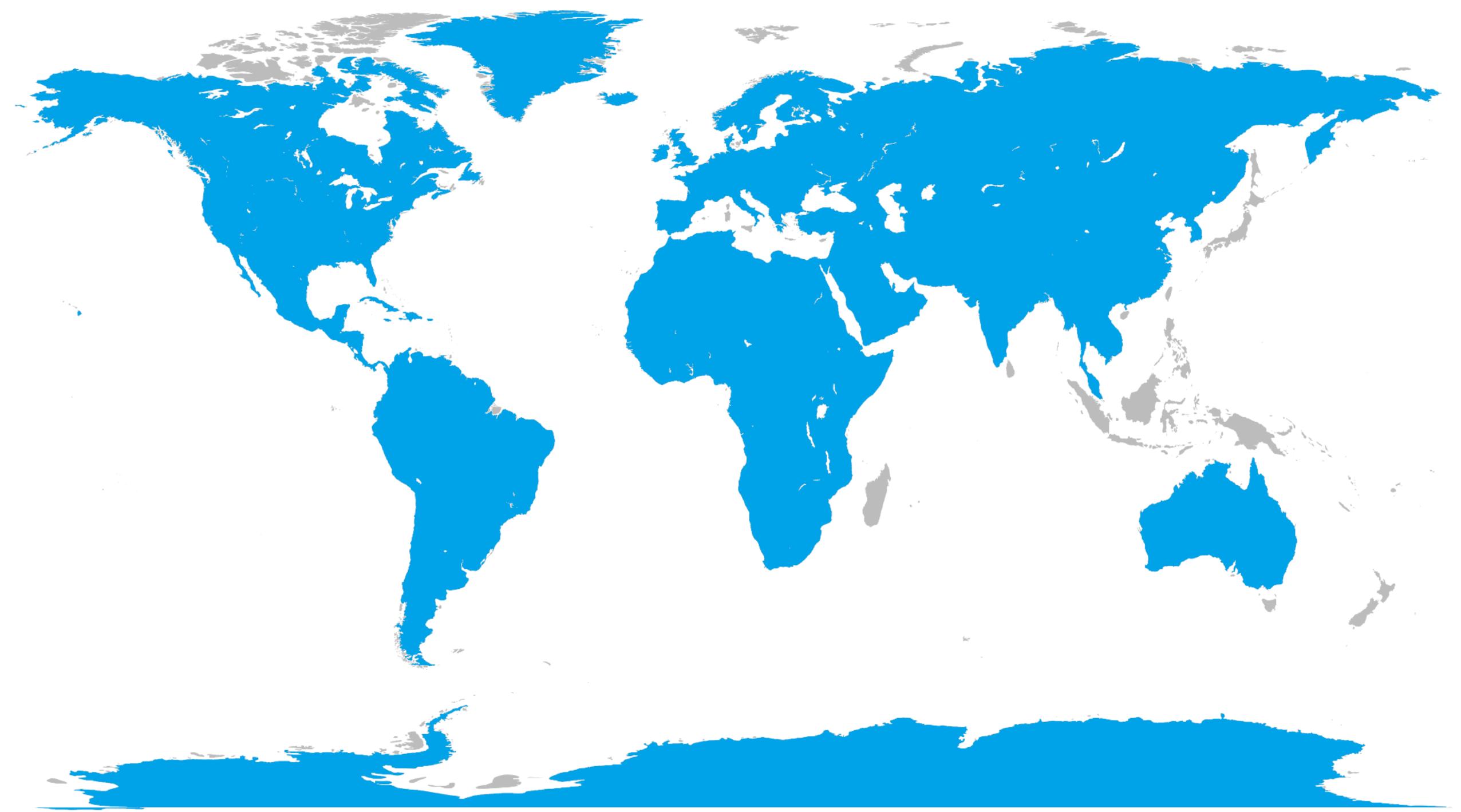


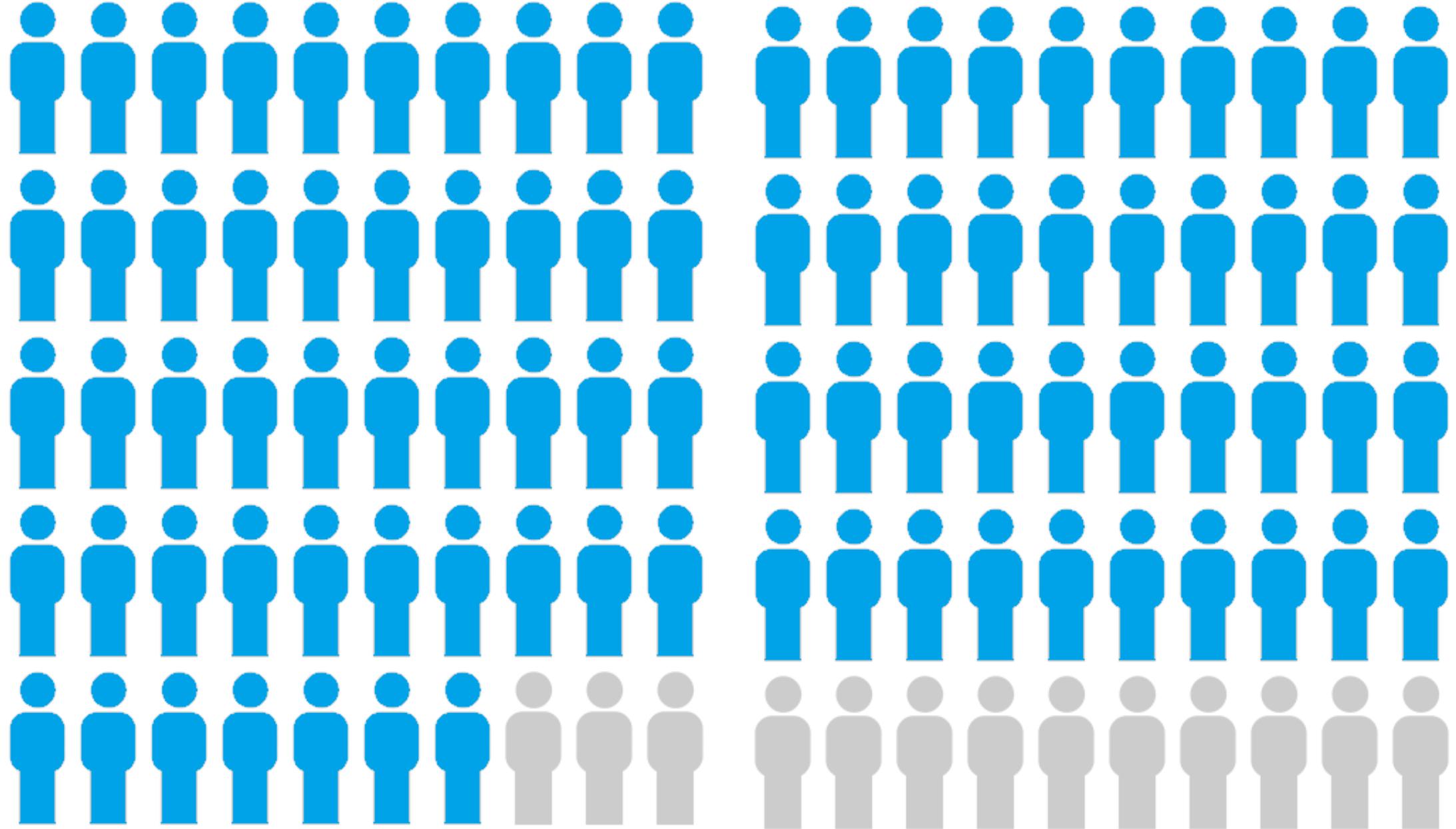






4 years!







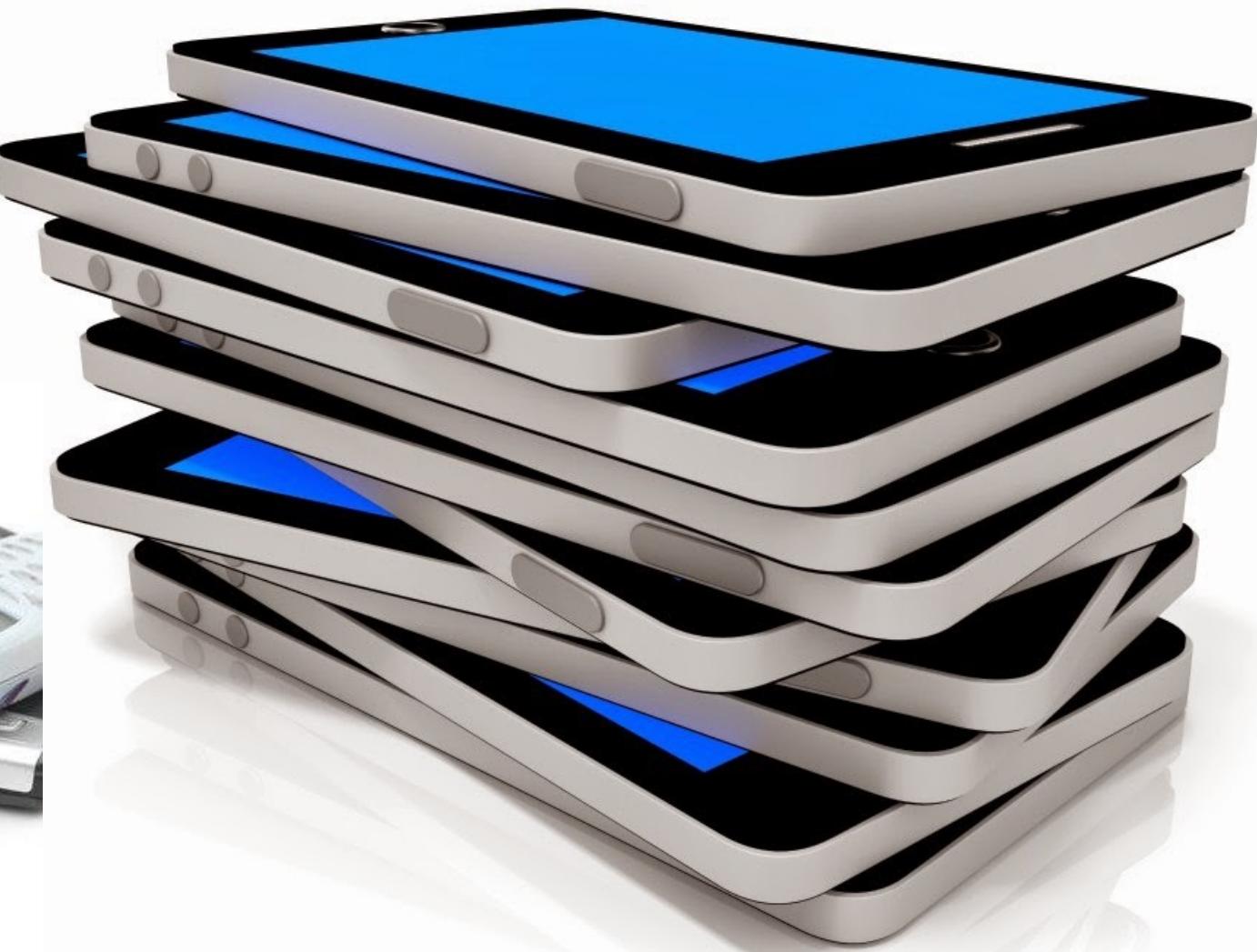


16%

























Business Model

- 20% people interested in our product
- CU enrollment: 32,775 students
- Estimated Sales = $20\% * 32,000 = 6,400$ units
- Sale price \$11.95
- Gross margin 30%
- Profit \$22,944

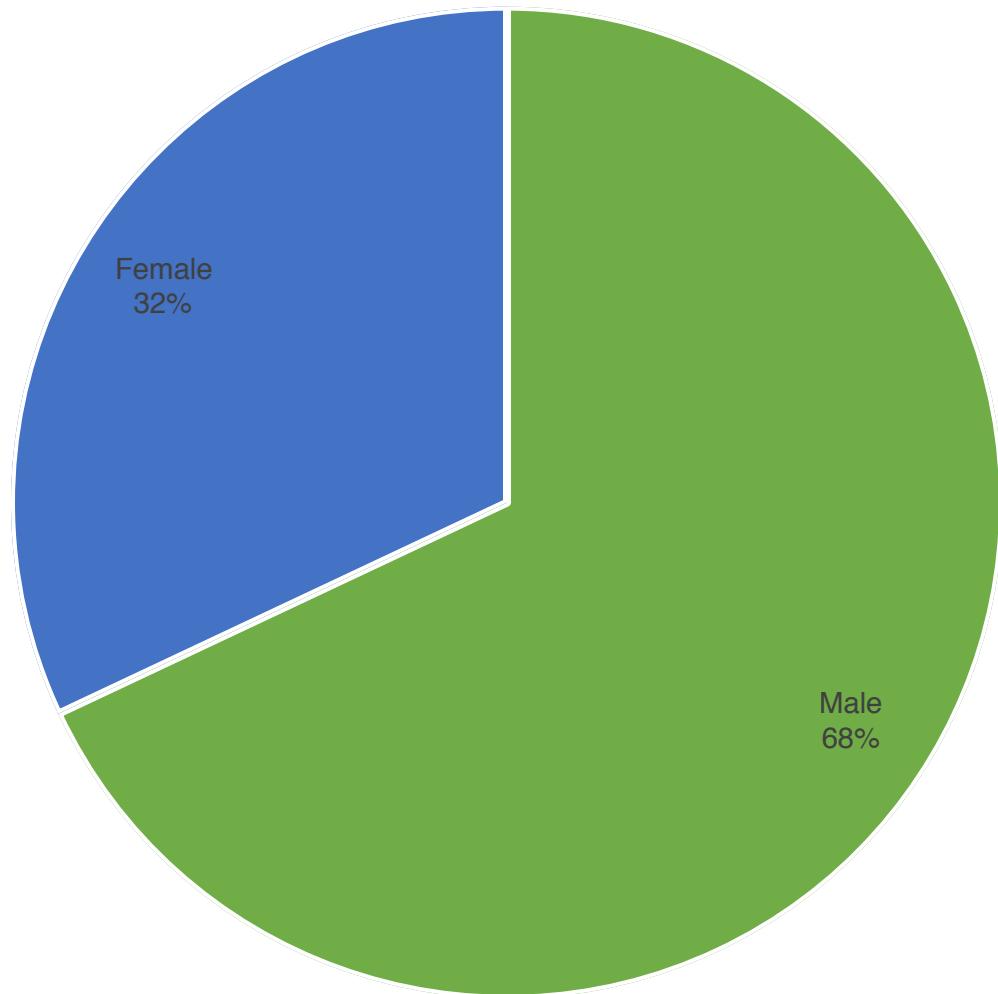
Questions

Appendix

Pilot Study

72 CU Boulder students

Gender



- 72 took survey
- 22 responded
- 12 (17%) showed willingness to purchase

Financials

Forecasted Income Statements

	Assumptions	Unit	Q4 2016	2017	2018
Units Sold	Growth rate	40%	6,400	35,840	50,176
Sales	\$ 11.95		\$ 76,480	\$ 428,288	\$ 599,603
COGS	50%		\$ 53,536	\$ 214,144	\$ 299,802
Profit			\$ 22,944	\$ 214,144	\$ 299,802
SG&A	Sales	10%	\$ 7,648	\$ 42,829	\$ 59,960
Operating Income			\$ 15,296	\$ 171,315	\$ 239,841
Interest			-	-	-
Tax	38%		\$ 5,812	\$ 65,100	\$ 91,140
Net Income			\$ 9,484	\$ 106,215	\$ 148,702

Key Growth Metrics

