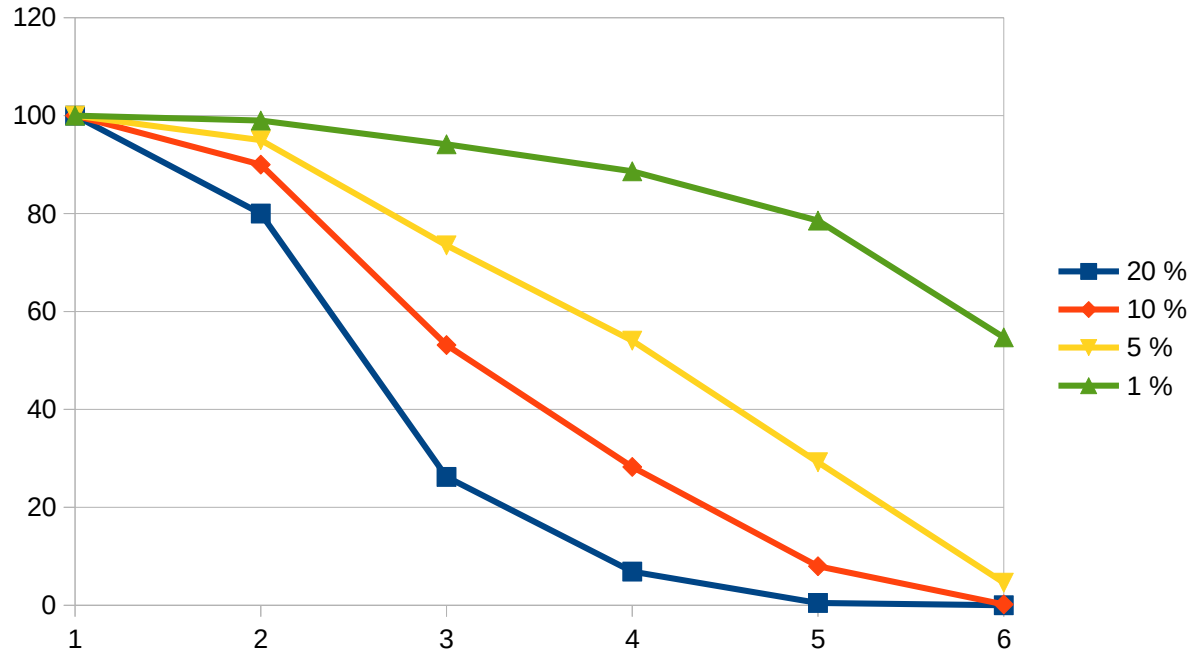


Customer acquisition

	Cost per lead	Survival rate	No customers	Total stage cost
Trade show lead	100 €	100 %	10	1.000 €
Evaluation	5.000 €	20 %	2	10.000 €
Sale	2.000 €	50 %	1	2.000 €
Customer acquisition cost =				13.000 €

Customer churn

Churn	Time-frame	Start	1 month	6 month	1 year	2 years	5 years
20 %		100	80	26	7	0	0
10 %		100	90	53	28	8	0
5 %		100	95	74	54	29	5
1 %		100	99	94	89	79	55



Pie Chart

Child	4,00 %
Teenager	13,00 %
Single adult	21,00 %
Married no kid	27,00 %
Parent	23,00 %
Grandparent	12,00 %

