



# TABLE STYLE

[seismic test document](#)

	Lesson 1	Lesson 2	Lesson 3	Lesson 4	Lesson 5
Reading complete	Jan 7	Jan 21	Feb 4	Feb 18	March 4
Coursework done	Jan 14	Jan 28	Feb 11	Feb 25	March 14
Test date	Jan 17	Jan 31	Feb 17	Feb 28	March 17

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<b>Dynamic delivery</b> <ul style="list-style-type: none"> <li>● <b>Opportunity</b> to build</li> <li>● Fully <b>inclusive</b> market</li> <li>● Total addressable market</li> <li>● Freedom to invent</li> <li>● Selectively <b>inclusive</b> market</li> <li>● Serviceable available market</li> </ul>	<b>Metric</b>	<b>Measurement</b>	<b>Target</b>	<b>Actual</b>
	Audience attendance	# of attendees	<b>150</b>	<b>120</b>
	Engagement duration	Minutes	<a href="https://seismic.com/">https://seismic.com/</a> ⇒ 🙄 🙌 🙌	
	Q&A interaction	# of questions		
	Positive feedback	Percentage (%)		

	Year 1	Year 2	Year 3
Income			
Users	50,000	400,000	1,600,000
Sales	500,000	4,000,000	16,000,000
Average price per sale	75	80	90
Revenue @ 15%	5,625,000	48,000,000	216,000,000
<b>Gross profit</b>	<b>5,625,000</b>	<b>48,000,000</b>	<b>216,000,000</b>

CUSTOMERS	GROWTH	YR1	YR2	YR3
Customer 1	7%	\$141,000	\$150,870	\$161,431
Customer 2	5%	\$63,000	\$66,150	\$69,457
Customer 3	10%	\$51,000	\$56,100	\$61,710
Customer 4	7%*	\$21,000	\$22,470	\$24,043
Customer 5	6.4%**	\$24,000	\$25,536	\$27,170
TOTAL	2.8%	\$300,000	\$321,126	\$343,811