# A2W – Economic Sustainability

The A2W initiative aims to give back power of informed decision during pandemic or other crisis, ensuring social, economic and health trust, implementing a data system that will enable people to make informed decisions when visiting public or commercial spaces or selecting a tourist destination.

The system is supported by two commercial products, namely:

* A2W POD (explicar melhor o produto, sendo que aqui não domino tecnicamente)
* A2W POD Software as a Service (SaaS)
* A2W Database

Though both the product and the software are applicable to all areas where COVID19 or any other virus could be seen as a risk to public health, a viability analysis was developed only for the 27 countries of the European Union.

Therefore, the economic analysis took into consideration the following data:

* The development and operational costs of such a platform, in a total of 200.000€, including software development and hardware configuration, as well as marketing and go to market funds;
* A monthly cost for operational costs, in order to sustain the server infrastructure and the ongoing support and development, of around 20.000€ a month in the first year;
* The cost of production of each product (A2W POD), sold at production cost of 99 euros;
* Number of companies acting in areas such as wholesale and retail, restaurants, hotels and similar, as well as other sectors with potential public health risk (where population aggregates in high number). Public Spaces are also framed into this analysis, given the fact that these areas are famous for aggregating high number of people for social events. This data was build trough real data gathered from the Portuguese economy, and estimated for the remaining 26 countries that actually compose the European Union;
* In accordance with the estimated companies in each market in the mentioned sectors, a conservative forecast of licenses was developed;
* The economic analysis takes into consideration a3 year period;
* The economic analysis assumes a total available market of 500.825 entities (companies and public institutions) willing to acquire the A2W POD;
* The economic analysis assumes a total available market of 171.839 entities willing to acquire a license for the A2W POD SaaS;

As a result, and assuming highly conservative projections, A2W seems to be an exceptionally interesting solution in the scope of a new challenged society, aware of the need for informed decisions and contributing to the expansion of an open data community.

Moreover, A2W commercial strategy seem to translate a sustainable and profitable business model, based in innovative solutions, and in off-the-shelf, ready to market products.

Economic short information:

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|  |  | **Year 1** | **Year 2** | **Year 3** |
| **DEVELOPMENT COST** | | **200 000,00 €** | **60 000,00 €** | **60 000,00 €** |
| *A2W POD (including SaaS)* | 200 000,00 € |  |  |  |
|  |  |  |  |  |
| **OPERATIONAL COST** | | **4 454 440,55 €** | **5 210 165,36 €** | **5 961 090,16 €** |
| *A2W POD (purchase)* |  | 4 214 440,55 € | 4 958 165,36 € | 5 701 890,16 € |
| *A2W POD SaaS (monthly)* | **20 000,00 €** | 240 000,00 € | 252 000,00 € | 259 200,00 € |
|  |  |  |  |  |
| **SALES** | | **4 678 406,69 €** | **5 589 297,20 €** | **6 463 914,21 €** |
| *A2W POD* | 15 092 271,08 € | 4 214 440,55 € | 5 032 537,84 € | 5 845 292,70 € |
| *A2W POD SaaS (Monthly fee)* | 1 639 347,01 € | 463 966,14 € | 556 759,36 € | 618 621,51 € |
|  |  |  |  |  |
| **REVENUE** | | **23 966,14 €** | **319 131,84 €** | **442 824,05 €** |