



Οικονομικά

Pierce – The American College of Greece

Junior Achievement Club 2020-2021

Lifeprint



	Year 1	Year 2	Year 3
App Download price	€0,99	€0,99	€0,99
Monthly User Growth Rate	10,0%	10,0%	10,0%
Products			
CTR %	1,2%	1,2%	1,2%
Buying Rate	10,0%	10,0%	10,0%
Commission	5,0%	5,0%	5,0%
# of trn	1,00	1,00	1,00
Average Value €	€62	€62	€62
Hotels			
CTR %	1,2%	1,2%	1,2%
Booking Rate	10,0%	10,0%	10,0%
Commision	7,0%	7,0%	7,0%
Daily Rate	€70	€70	€70
Average stay	3	3	3
Average Value €	€210	€210	€210

Assumptions



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Revenue

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
# of Users	4.000	4.400	4.840	5.324	5.856	6.442	7.086	7.795	8.574	9.432	10.375	11.412	12.554	13.809	15.190	16.709	18.380	20.218	22.240	24.464	26.910	29.601	32.561	35.817
Users' growth Rate 5%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Revenues																								
App Download	€ 3.960	€ 4.356	€ 4.792	€ 5.271	€ 5.798	€ 6.378	€ 7.015	€ 7.717	€ 8.489	€ 9.337	€ 10.271	€ 11.298	€ 12.428	€ 13.671	€ 15.038	€ 16.542	€ 18.196	€ 20.016	€ 22.017	€ 24.219	€ 26.641	€ 29.305	€ 32.235	€ 35.459
Products																								
CTR %	€ 48,0	€ 52,8	€ 58,1	€ 63,9	€ 70,3	€ 77,3	€ 85,0	€ 93,5	€ 102,9	€ 113,2	€ 124,5	€ 136,9	€ 150,6	€ 165,7	€ 182,3	€ 200,5	€ 220,6	€ 242,6	€ 266,9	€ 293,6	€ 322,9	€ 355,2	€ 390,7	€ 429,8
Commission	€ 1.240,0	€ 1.364,0	€ 1.500,4	€ 1.650,4	€ 1.815,5	€ 1.997,0	€ 2.196,7	€ 2.416,4	€ 2.658,1	€ 2.923,9	€ 3.216,2	€ 3.537,9	€ 3.891,7	€ 4.280,8	€ 4.708,9	€ 5.179,8	€ 5.697,8	€ 6.267,5	€ 6.894,3	€ 7.583,7	€ 8.342,1	€ 9.176,3	€ 10.093,9	€ 11.103,3
Products Total	€ 1.288	€ 1.417	€ 1.558	€ 1.714	€ 1.886	€ 2.074	€ 2.282	€ 2.510	€ 2.761	€ 3.037	€ 3.341	€ 3.675	€ 4.042	€ 4.447	€ 4.891	€ 5.380	€ 5.918	€ 6.510	€ 7.161	€ 7.877	€ 8.665	€ 9.532	€ 10.485	€ 11.533
Hotels																								
CTR %	€ 48,0	€ 52,8	€ 58,1	€ 63,9	€ 70,3	€ 77,3	€ 85,0	€ 93,5	€ 102,9	€ 113,2	€ 124,5	€ 136,9	€ 150,6	€ 165,7	€ 182,3	€ 200,5	€ 220,6	€ 242,6	€ 266,9	€ 293,6	€ 322,9	€ 355,2	€ 390,7	€ 429,8
Commission	€ 5.880	€ 6.468	€ 7.115	€ 7.826	€ 8.609	€ 9.470	€ 10.417	€ 11.458	€ 12.604	€ 13.865	€ 15.251	€ 16.776	€ 18.454	€ 20.299	€ 22.329	€ 24.562	€ 27.018	€ 29.720	€ 32.692	€ 35.962	€ 39.558	€ 43.513	€ 47.865	€ 52.651
Hotels Total	€ 5.928	€ 6.521	€ 7.173	€ 7.890	€ 8.679	€ 9.547	€ 10.502	€ 11.552	€ 12.707	€ 13.978	€ 15.376	€ 16.913	€ 18.605	€ 20.465	€ 22.512	€ 24.763	€ 27.239	€ 29.963	€ 32.959	€ 36.255	€ 39.881	€ 43.869	€ 48.256	€ 53.081
TOTAL REVENUE	€11.176	€12.294	€13.523	€14.875	€16.363	€17.999	€19.799	€21.779	€23.957	€26.352	€28.988	€31.886	€35.075	€38.583	€42.441	€46.685	€51.353	€56.489	€62.138	€68.351	€75.187	€82.705	€90.976	€100.073



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Cost summary – Cash flow

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Team	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000	€21.000
COGS	€500	€550	€605	€666	€732	€805	€886	€974	€1.072	€1.179	€1.297	€1.427	€1.569	€1.726	€1.899	€2.089	€2.297	€2.527	€2.780	€3.058	€3.364	€3.700	€4.070	€4.477
OPEX	€500	€1.485	€1.524	€1.566	€1.612	€1.714	€2.770	€1.832	€1.900	€1.975	€2.058	€2.149	€3.298	€2.408	€2.529	€2.662	€2.808	€2.969	€3.146	€3.341	€3.555	€3.790	€4.049	€4.334
BD	€2.100	€2.310	€2.541	€2.795	€3.075	€3.382	€3.720	€4.092	€4.502	€4.952	€5.447	€5.992	€6.591	€7.250	€7.975	€8.772	€9.649	€10.614	€11.676	€12.843	€14.128	€15.541	€17.095	€18.804
Off-budget	€1.205	€1.267	€1.283	€1.301	€1.321	€1.345	€1.419	€1.395	€1.424	€1.455	€1.490	€1.528	€1.623	€1.619	€1.670	€1.726	€1.788	€1.856	€1.930	€2.012	€2.102	€2.202	€2.311	€2.431
TOTAL COST	€25.305	€26.612	€26.953	€27.328	€27.740	€28.246	€29.795	€29.294	€29.897	€30.561	€31.292	€32.095	€34.081	€34.003	€35.073	€36.249	€37.543	€38.966	€40.532	€42.254	€44.148	€46.232	€48.525	€51.046
CASHFLOW	-€14.129	-€14.319	-€13.430	-€12.453	-€11.377	-€10.247	-€9.996	-€7.515	-€5.941	-€4.209	-€2.304	-€209	€994	€4.579	€7.368	€10.436	€13.810	€17.523	€21.606	€26.097	€31.038	€36.473	€42.451	€49.027
Runway	-€14.129	-€28.448	-€41.878	-€54.330	-€65.707	-€75.954	-€85.950	-€93.465	-€99.406	-€103.615	-€105.918	-€106.127	-€105.133	-€100.554	-€93.186	-€82.750	-€68.940	-€51.417	-€29.811	-€3.714	€27.324	€63.797	€106.248	€155.276