

IPD 2017 Trade shows	apple	guava	kiwi	lime	mango	peach	
Online all	SunBan	aro	cocoon	SOSafe	Scorpion	stil	
Voters	1830	1830	1830	1830	1830	1830	
Votes	896	916	298	801	608	130	
items/customer	0.49	0.50	0.16	0.44	0.33	0.07	
Price	\$49.99	\$75.00	\$75.00	\$35.00	\$79.99	\$99.00	
Variable cost	\$9.98	\$17.62	\$25.86	\$11.57	\$21.37	\$24.00	
Unit gross margin	\$40.01	\$57.38	\$49.14	\$23.43	\$58.62	\$75.00	
Pro-forma unit sales	48,962	50,055	16,284	43,770	33,224	7,104	
realized sales	48,962	25,000	16,284	43,770	17,000	7,104	
Pro-forma revenue	\$2,447,598	\$1,875,000	\$1,221,311	\$1,531,967	\$1,359,830	\$703,279	
pro-forma gross margin	\$1,958,959.56	\$1,434,500.00	\$800,203.28	\$1,025,542.62	\$996,540.00	\$532,786.89	
Fixed costs	\$21,215.00	\$21,304.70	\$15,000.00	\$17,680.00	\$36,393.00	\$30,246.00	
Net margin	\$1,937,744.56	\$1,413,195.30	\$785,203.28	\$1,007,862.62	\$960,147.00	\$502,540.89	\$6,606,693.65
Average \$\$/cust	\$24.48	\$37.54	\$12.21	\$15.32	\$26.58	\$7.03	\$123.16
Inventory for Round 1	90,000	25,000	55,000	100,000	17,000	20,000	
Leftover inventory	41,038	0	38,716	56,230	0	12,896	
Round 2 production	18,962	65,000	0	5,000	35,000	2,104	
Round 2 inventory	60,000	65,000	38,716	61,230	35,000	15,000	
Round 2 price	\$50.00	\$75.00	\$75.00	\$37.50	\$75.00	\$75.00	
Physical all	apple	guava	kiwi	lime	mango	peach	
	SunBan	aro	cocoon	SOSafe	Scorpion	stil	
Voters	344	344	344	344	344	344	
Votes	94	203	119	150	122	73	
items/customer	0.27	0.59	0.35	0.44	0.35	0.21	
Price	\$50.00	\$75.00	\$75.00	\$37.50	\$75.00	\$75.00	
Variable cost	\$9.98	\$17.62	\$25.86	\$11.57	\$21.37	\$24.00	
Unit gross margin	\$40.02	\$57.38	\$49.14	\$25.93	\$53.63	\$51.00	
Pro-forma unit sales	27,326	59,012	34,593	43,605	35,465	21,221	
Net sales	27,326	59,012	34,593	43,605	35,000	15,000	
Pro-forma revenue	\$1,366,279	\$4,425,872	\$2,594,477	\$1,635,174	\$2,625,000	\$1,125,013	
pro-forma gross margin	\$1,093,570	\$3,386,087	\$1,699,901	\$1,130,669	\$1,877,050	\$765,009	
Fixed costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Net margin	\$1,093,570	\$3,386,087	\$1,699,901	\$1,130,669	\$1,877,050	\$765,009	
Average \$\$/cust	\$13.66	\$44.26	\$25.94	\$16.35	\$26.60	\$15.92	\$142.73
Leftover inventory	32,675	5,988	4,123	17,625	0	0	
Scrap charge	\$326,093	\$105,515	\$106,616	\$203,920	\$0	\$0	
Net profit	\$767,477	\$3,280,572	\$1,593,285	\$926,749	\$1,877,050	\$765,009	\$9,210,141.52
Overall net profit	\$2,705,221	\$4,693,767	\$2,378,488	\$1,934,612	\$2,837,197	\$1,267,550	\$15,816,835.17