



SALES BUSINESS CASE TOOL

Initial Settings	
Client	Pembroke Pines
Start Date	Sep-19
Vehicles (Devices)	50
Ridership	2,500
Mode	B2C
School Seasonality	Yes

B2C Model (by app subscription)	
Monthly Fee	\$ 5.00
Attrition rate (%) monthly	0.5%
Minimum market share	30%
Maximum market share	80%

Scenario Comparison		
3+3+3		5+8
Contract Revenues Reaxium		
\$ 654,231	\$	594,009
Revenue Sharing Pembroke Pines		
\$ 60,622	\$	52,897
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Projections (3+3+3 Scenario)										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Active Users (Year End)	1,946	1,832	1,725	1,624	1,530	1,441	1,357	1,279	1,204	
Revenues	\$ 43,794	\$ 94,556	\$ 89,036	\$ 83,839	\$ 78,944	\$ 72,044	\$ 67,866	\$ 63,930	\$ 60,222	
Gross Margin	\$ 25,354	\$ 76,655	\$ 71,794	\$ 67,218	\$ 62,909	\$ 58,883	\$ 55,114	\$ 51,587	\$ 48,285	
Gross Margin Sharing (%)	0.0%	10.0%	10.0%	11.0%	12.0%	13.0%	14.0%	15.0%	16.0%	
Gross Margin Sharing (\$)	\$ -	\$ 7,665	\$ 7,179	\$ 7,394	\$ 7,549	\$ 7,655	\$ 7,716	\$ 7,738	\$ 7,726	

Projections (5+3 Scenario)										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Active Users (Year End)	1,946	1,832	1,725	1,624	1,530	1,441	1,357	1,279		
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