



IPD 2016 Trade shows

Online all	VIZI	Scrubd	washable	Kurv	Zip+	total
Voters	1276	1276	1276	1276	1276	
Votes	2330	1519	976	1377	1919	
items/customer	1.83	1.19	0.76	1.08	1.50	6.36
Price	\$9.99	\$24.99	\$30.00	\$39.00	\$39.00	
Variable cost	\$0.94	\$8.84	\$13.60	\$12.88	\$5.13	
Unit gross margin	\$9.05	\$16.15	\$16.40	\$26.12	\$33.87	
Pro-forma unit sales	182,602	119,044	76,489	107,915	150,392	
Realized sales	182,602	119,044	76,489	50,000	150,392	
Pro-forma revenue	\$1,824,193	\$2,974,907	\$2,294,671	\$1,950,000	\$5,865,282	\$14,909,053
pro-forma gross margin	\$1,652,547	\$1,922,559	\$1,254,420	\$1,306,000	\$5,093,772	
Fixed costs	\$56,751	\$47,058	\$36,336	\$698	\$0	
Net margin	\$1,595,796	\$1,875,501	\$1,218,084	\$1,305,302	\$5,093,772	\$11,088,455
Average \$\$/cust	\$18.24	\$29.75	\$22.95	\$42.09	\$58.65	\$171.68
Inventory for Round 1	450,000	170,000	454,654	50,000	200,000	
Leftover inventory	267,398	50,956	301,676	0	49,608	
Round 2 production	12,602	55,000	20,000	85,000	75,000	
Round 2 inventory	280,000	105,956	321,676	85,000	124,608	
Round 2 price	\$9.99	\$35.00	\$25.00	\$46.00	\$39.00	
Physical all	VIZI	Scrubd	washable	Kurv	Zip+	
Voters	159	159	159	159	159	
Votes	516	211	155	120	170	
items/customer	3.25	1.33	0.97	0.75	1.07	7.37
Price	\$9.99	\$35.00	\$25.00	\$46.00	\$39.00	
Variable cost	\$0.94	\$8.84	\$13.60	\$12.88	\$5.13	
Unit gross margin	\$9.05	\$26.16	\$11.40	\$33.12	\$33.87	
Pro-forma unit sales	324,528	132,704	97,484	75,472	106,918	
Net sales	280,000	105,956	97,484	75,472	106,918	
Pro-forma revenue	\$2,797,201	\$4,644,654	\$2,437,107	\$3,471,698	\$4,169,811	\$17,520,472
pro-forma gross margin	\$2,534,001	\$3,471,547	\$1,111,321	\$2,499,623	\$3,621,321	
Fixed costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Net margin	\$2,534,001	\$3,471,547	\$1,111,321	\$2,499,623	\$3,621,321	
Average \$\$/cust	\$32.42	\$46.45	\$24.37	\$34.72	\$41.70	\$179.65
Leftover inventory	0	0	126,707	9,528	17,690	
Scrap charge	\$0	\$0	\$861,610	\$122,725	\$90,749	
Net profit	\$2,534,001	\$3,471,547	\$249,711	\$2,376,898	\$3,530,572	\$12,162,728
Overall net profit	\$4,129,797	\$5,347,048	\$1,467,795	\$3,682,200	\$8,624,343	\$23,251,183
P&G voters	VIZI	Scrubd	washable	Kurv	Zip+	
Voters	73	73	73	73	73	
Votes	107	98	62	57	88	
items/customer	1.47	1.34	0.85	0.78	1.21	5.64