

## 2017 Trade Show Outcomes

- Online: 1830 voters (1276 last time)
- Physical: 344 Orders (159 last time)
- Pro-forma Profit: \$15.8 Million
- All teams profitable

## Who Won Trade Show?

Criterion	Winner
Total profit	aro
Unit gross margin	Scorpion
Unit margin %	SunBan
Round 1 \$/cust	aro
Round 2 \$/cust	aro
Low scrap + lost sales \$\$	cocoon
Round 1 to 2 share gain	stil
Regulatory crisis recovery	SOSafe