

WhirlWhims LLC
Rental Industry Game Purchase Profitability Calculator
(Return on Investment and Breakeven # Rentals)

This tool helps RENTAL COMPANIES calculate the simple return on investment on a rental game purchase. Just enter the cost to acquire (A, B, C), and your assumptions on expected rentals (frequency and revenue per rental E, F and G). The model does the rest.

Item being considered: **PITCHBURST "STARTER PACKAGE" (Item # PBVP1)**

Today's date: **9/8/2008**

Enter the facts and assumptions **IN RED**; the black values calculate automatically

Costs			<i>If # rentals or price/rental vary</i>	
			<i>If 25% less</i>	<i>If 25% Higher</i>
A	Purchase price	\$ 1,649		
B	Shipping and taxes	\$ 126		
C	Other costs (e.g., financing, maintenance, storage, labor overheads etc.)	\$ -		
D	Total acquisition cost (A + B + C)	\$ 1,775		
Revenue		Best Estimate		
E	Rentable months (# months per year you can rent this item)	6		
F	Rentals per rentable month	5		
G	Revenue \$ per rental	\$ 175		
H	Rentals per year	30		
I	# years (depreciable life)	5		
J	Total annual revenue (G times H)	\$ 5,250	\$ 3,938	\$ 6,563
K	Total 5 year revenue (I times J)	\$ 26,250	\$ 19,688	\$ 32,813
Return on Investment / ROI				
L	Profit Year 1 (J minus D)	\$ 3,475	\$ 2,162	\$ 4,787
M	Profit Total 5 Years (K minus D)	\$ 24,475	\$ 17,912	\$ 31,037
N	First Year (L divided by D)	196%	122%	270%
O	All 5 Years (M divided by D)	1379%	1009%	1748%
Breakeven # Rentals				
	# of Rentals (D divided by G)	10.1		
	# Months	2.0		