



Atlas Espresso Vending Machine
Example Return On Investment



Let's Talk Revenue

- The average retail price for a 12-14 ounce specialty coffee or tea in the US is \$3.75
- Say you sell each cup of coffee for \$3.25 (below avg market price).
- And you sell 12 drinks per day (an average) at \$3.25 per cup= \$39./day.
- Then... total revenue per month is \$1,170 (\$14,040 yearly).

Your Costs to Operate

- Cost of Goods (COG): Cost of OTD ingredients coffee beans, milk, teas, and chocolate powder, cup & lid on average for a single drink is \$0.87. For 12 drinks it's \$10.44/day or \$313.20/month.
- To finance a \$12,250 machine over a 3-year term at 4% rate, the monthly payment is \$361.67.
- Therefore, your monthly **NET PROFIT** is revenue: \$1,170/month
 minus financing: \$361.67
 minus COG: \$313.20...equals \$495.13

Your Annual Net Operating Income (NOI)

$\$14,040$ (Yearly revenue) - $\$3,758$ (COG= $\$313.20 \times 12m$) = $\$10,282$

Your annual Capitalization Rate (Cap Rate)

$\$10,282$ (NOI) / $\$12,250$ (Atlas cost) = 83.93%

Number of Cups Per Day	Retail Price per Cup	Daily Revenue	Monthly Revenue	Cost of the Machine	Monthly Finance Payment	COG/ Month	Net Profit/ Month	Net Profit/ Year
12	\$3.25	\$39	\$1,170	\$12,250	\$361.67	\$313.20	\$495.13	\$5,942

Enjoy passive income and the best investment for your money especially when the machine is paid off.

The bank loan is paid off

Year One: ($\$361.67 \times 12$ months)= $\$4,340$. And you still profited $\$7,910$... after all expenses!

Year Two: ($\$361.67 \times 24$ m)= $\$8680$. Each year has higher earning potential!

Year Three: ($\$361.67 \times 36$ m)= $\$13,020$. You own your machine and **can now keep 100% of the profit!**



\$10,282
Profit
each
year!