



## Bravo Double Espresso Countertop 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 drink for \$3.25 (below avg market price).
- And you sell 12 drinks per day (on average) at \$3.25 per cup= \$39./day.
- Then... total revenue per month is \$1,170 and \$14,040 yearly.



### Your Costs to Operate

- Cost of Goods (COG): The cost of OTD specialty coffee, milk, tea, chocolate, 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 \$11,720 machine over a 3-year term at 4% rate, the monthly payment is \$346.
- Therefore, your monthly **PROFIT** is revenue: \$1,170/month  
minus financing: \$346.  
minus COG: \$313.20 ... equals **\$510.80** per month.

### Your Annual Net Operating Income (NOI)

\$14,040 (yearly revenue) - \$3,758.40 (COG=\$313.20 x 12m) = \$10,281.60

### Your annual Capitalization Rate (Cap Rate)

\$10,281.60 (NOI) / \$11,720 (Bravo Double's cost) = 87.73%

Number of Cups Per Day	Retail Price per Cup	Daily Revenue	Monthly Revenue	Cost of the Machine	Monthly Finance Payment	COG/ Month	Profit/ Month	Profit/ Year
12	\$3.25	\$39	\$1,170	\$11,720	\$346.02	\$313.20	\$510.78	\$6,129

**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: (\$346 x 12 months)= \$4,152. And you still net profited \$6,129 ... after all expenses!

Year Two: (\$346 x 24 m)= \$8,304. Each year has higher earning potential!

Year Three:(\$346 x 36 m)= \$12,456. You own your machine and **can now keep 100% of the profit!**



**\$10,282  
Profit  
each  
year!**