



**Bravo 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 12-oz cup of coffee for \$3.25 (below avg market price).
- And you sell 12 drinks per day (an average) at \$3.25 per cup is \$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, and 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 \$8,975 machine over a 3-year term at 4% rate, the monthly payment is \$265.
- Therefore, your monthly **NET PROFIT** is revenue: \$1,170/month
 minus financing: \$265.
 minus COG: \$313.20... equals \$591.826 per month.

Your Annual Net Operating Income (NOI)

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

Your annual Capitalization Rate (Cap Rate)

\$10,281.60 (NOI) / \$8,975 (Bravo cost) = 114.56%

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	\$8,975	\$265	\$313.20	\$592	\$7,102

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: (\$265 x 12 months)= \$3180. And you still net profited \$7,102 ... after all expenses!

Year Two: (\$265 x 24 m)= \$6,360. Each year has higher earning potential!

Year Three:(\$265 x 36 m)= \$9,540. You own your machine and **can now keep 100% of the profit!**



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