



## Rio Espresso Countertop Machine Example Return On Investment



### Let's Talk Revenue

- The average retail price for a 12-14 ounce specialty coffee or chocolate 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 (\$14,040 yearly).

### Your Costs to Operate

- Cost of Goods (COG): the cost of OTD specialty coffee, milk, chocolate, and cup/lid on average for a single drink is \$0.84. For 12 drinks it's \$10.08/day or \$302.40/month.
- To finance a \$4,995 machine over a 3-year term at 4% rate, the monthly payment is \$147.50.
- Therefore, your monthly **NET PROFIT** is revenue: \$1,170  
minus financing: \$147.50  
minus COG: \$302.40... equals \$720 per month.

### Your Annual Net Operating Income (NOI)

\$14,040 (Yearly revenue) - \$3,628.80 (COG=\$302.40 x 12m) = \$10,411.20

### Your annual Capitalization Rate (Cap Rate)

\$10,411.20 (NOI) / \$4,995 (Rio cost) = 208.43%

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	\$4,995	\$147.50	\$302.40	\$720	\$8,640

**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: ( $\$147.50 \times 12$  months)= \$1,770. And you still net profited \$8,640... after all expenses!

Year Two: ( $\$147.50 \times 24$  m)= \$3,540. Each year has higher earning potential!

Year Three:( $\$147.50 \times 36$  m)= \$5,310. You own your machine and **can now keep 100% of the profit!**



**\$10,411  
Profit  
each  
year!**