RETURN ON INVESTMENT

ROI is the ratio of money gained or lost on an investment relative to the amount of money invested.
Return on Investment Calculation

- ROI % = \((\text{Gain from Investment} - \text{Cost of Investment}) \times 100\) / \text{Cost of Investment}

- The amount of money gained or lost may be referred to as profit/loss

- The money invested may be referred to as asset or capital
ROI Value

- Develop an easy-to-comprehend value proposition, allowing you to communicate the tangible/intangible benefits of our product.

- Enable you to have an intelligent business conversation with buyers, and address their cost justification.
Example

$5000 BANK

- 1 dog per day @ $30.00 per dog for 1 week = $210.00 x 24 weeks = $5040.00
- 2 dogs per day @ $30.00 per dog for 1 week = $420.00 x 12 weeks = $5040.00

$10,000 BANK

- 3 dogs per day @ $30.00 per dog for 1 week = $630.00 x 16 weeks = $10,080.00
- 4 dogs per day @ $30.00 per dog for 1 week = $840.00 x 12 weeks = $10,080.00
Example

$10,000 DENTAL TABLE

- 2 dental procedures per week @ $125.00/ea = $250.00 x 40 weeks = $10,000.00
- 3 dental procedures per week @ $125.00/ea = $375.00 x 27 weeks = $10,125.00

$12,000 DENTAL TABLE

- 5 dental procedures per week @ $125.00/ea. = $625.00 x 20 weeks = $12,500.00
- 8 dental procedures per week @ $125.00/ea. = $1000.00 x 12 weeks = $12,000.00
<table>
<thead>
<tr>
<th>$3000.00 ELITE HEATED SURGERY TABLE</th>
<th>$7000.00 REGAL HEATED SURGERY TABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 spay/neuter per week @ $150.00/ea. = $300.00</td>
<td>3 spay/neuter per week @ $150.00/ea. = $450.00</td>
</tr>
<tr>
<td>x 10 weeks = $3000.00</td>
<td>x 16 weeks = $7200.00</td>
</tr>
<tr>
<td>4 spay/neuter per week @ $150.00/ea. = $600.00</td>
<td>5 spay/neuter per week @ $150.00/ea. = $750.00</td>
</tr>
<tr>
<td>x 5 weeks = $3000.00</td>
<td>x 10 weeks = $7500.00</td>
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