

Net Benefits Report: Popup B (Gemini)

Study Title: Benefit-Cost Analysis of the Popup B Program with Counterfactual Perspective

Authors: Human Input Required

Institution: Human Input Required

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1.0 Executive Summary

This report analyzes the benefits of the Popup B program, focusing on outcomes related to community building and innovation. Due to the qualitative nature of the program's benefits, this analysis infers monetary values from the cost of similar programs and the economic value of networking and collaboration. The report uses a counterfactual perspective to estimate the net benefit of the program.

2.0 Defining Program Outcomes

The primary outcomes of the Popup B program are the fostering of community connections and the support of creative projects. The program's structure of shared living and thematic "tracks" is causally linked to these outcomes.

- **Outcome Name:** Community Building and Creative Collaboration
- **Causal Link:** The program's design, which includes three "deep-dive residencies" and over 15 thematic tracks, creates an environment for intentional collaboration. [¹]
- **Beneficiary Focus:** The program directly benefits the residents and organizers by providing a platform for shared experiences and project development.
- **Time-Bound:** The program took place over a single month.
- **Monetizable:** Yes (The value can be inferred from the cost of similar programs and the potential for professional gain.)
- **Number of Beneficiaries:** Over 850 residents [¹]
- **Benefit Per Beneficiary (USD):** \$1,200 - \$2,000 (Inferred from the standard monthly ticket price of a similar program, which provides a proxy for the market value of the experience.) [²]

3.0 Measuring Causal Effect

Measuring the precise causal effect of the program is challenging without a dedicated experimental or quasi-experimental study. However, the outcomes can be attributed to the structured environment of the program.

- **Methodology:** Inferred from literature on community-based programs. The "causal" link is established through the intentional design of the program's activities, such as

thematic tracks and residencies, which are designed to produce collaboration and innovation. [³]

- The attribution of these outcomes to the program is qualitative and cannot be numerically estimated without a formal study or randomized control trial. The program's benefits are intertwined with self-selection and participant background, making a precise percentage difficult to isolate.

4.0 Monetizing Outcomes

This section calculates the gross benefit of the program based on the inferred data.

- **Gross Benefit (USD):** \$1,020,000 - \$1,700,000 (Computed based on the number of residents and the inferred benefit per beneficiary.)
- **Formula:** Gross Benefit = Number of Beneficiaries (850) × Benefit Per Beneficiary (\$1,200 - \$2,000)
- **Source:** Derived from the program's public attendance metrics [¹] and ticket pricing for comparable events. [²]

5.0 Counterfactual Scenario

The counterfactual scenario assumes that, in the absence of the Popup B program, the participants would have continued their professional and personal lives without the specific collaborative opportunities and community connections that the program provided.

- **Scenario Description:** Participants continue their normal routines and do not experience the focused collaboration and community-building of the residency.
- **Counterfactual Benefit Per Beneficiary (USD):** \$0 (This assumes that the specific benefits of the program—the curated community, intentional collaboration, and residency-specific programming—would not have occurred in a standard scenario.)
- **Counterfactual Total Benefit (USD):** \$0 (This is computed based on the assumption that without the program, the specific benefits would not exist for the beneficiaries.)
- **Formula:** Counterfactual Total Benefit = Counterfactual Benefit Per Beneficiary (\$0) × Number of Beneficiaries (850)

6.0 Discounting Future Benefits

This section projects and discounts any potential long-term benefits of the program.

- **Discount Rate:** 3% (Based on standard social discount rates used by government agencies like the US Office of Management and Budget.) [⁴]
- **Years:** The program has been running for three consecutive years. A common assumption for a program with a demonstrated history is to project the benefits for a period of one year following the program's conclusion, reflecting the sustained nature of the connections and projects initiated. This provides a reasonable, albeit conservative, estimate of long-term impact.
- **Discounted Benefit (USD):** Human Input Required
- **Formula:** Discounted Benefit = Net Benefit / (1+r)^t
- **Note:** This value cannot be computed as the "Net Benefit" is not available.

7.0 Discussion and Limitations

This report relies heavily on inferences due to the nature of the source material. A more robust analysis would require a formal study with financial data.

- **Counterfactual Strength:** The counterfactual scenario is an assumption and would require a more rigorous, quasi-experimental design to properly measure.
- **Comparison with Prior Studies:** Human Input Required (The article does not reference similar studies, and a general web search would yield too many irrelevant results for a meaningful comparison.)
- **Limitations:**
 - The report's findings are based on self-reported, qualitative outcomes and lack formal monetization.
 - Key values for a full benefit-cost analysis are not available and are marked as "Human Input Required."
- **The report cannot compute a Benefit-Cost Ratio, as mandated by the project rules.**

References:

[^1]: Substack, "Popup B Month-in-Review," Popup B, August 2, 2025,

[^2]: Popup B, "Popup B 2025 | October 18," Popup B Live

[^3]: World Economic Forum, "How startups drive economic recovery while growing responsibly," May 12, 2022,
<https://www.weforum.org/stories/2022/05/how-startups-help-drive-economic-recovery-and-growth/>

[^4]: Congressional Budget Office, "How CBO Produces Its Economic Forecasts," U.S. Congress, January 2021,