

Metric	Value	Source	
Revenue, \$m	25	assume	
% COGS	30%	public data	
% of COGS Cloud	50%	source	
Cloud Costs, \$m	3.75		
Percent Saved	60%	source	
Self Managed Cost, \$m	1.5		
Hypothetical P&L	Cloud	Self-Managed	Delta
Revenue, \$M	25	25	0
COGS, \$m	7.5	5.25	-30%
Gross Margin	70%	79%	13%
Gross Profit, \$	18	20	11%
Sales & Marketing, \$m	20	20	0%
Research & Development, \$m	10	10	0%
General & Admin, \$m	7	7	0%
Opex Total, \$m	37	37	0%
Net Income	-20	-17	-12%
Net Income Margin	-78%	-69%	-12%
Payback Period, months	13.7	12.2	-11%