

Biophotonic Scanner Revenue Estimates for Health Care Practices

DISCLAIMER: This spreadsheet is for illustration purposes only. This is not a guarantee of income, but an estimate and your income will vary.
NOTE: You may change Yellow Cells only



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Scans per Day	5	Annual Retention Rate	50%	Start-up Investment	\$ 3,500.00
% new Subscription sign-up	20%	1 New Subscription Scan Bonus	\$ 8.00	Scan Fees	\$ 20.00
Average Subscription amount	\$ 100.00	1 Recurrent Subscription Scan Bonus	\$ 8.00	Staff Bonus for Scan, Sub	\$ -

SCANNING	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 24	Month 36
New Scans/Month (20 days per month)	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Remaining Free Scans	250	200	150	100	0	0	0	0	0	0	0	0		
Recurrent Rescans	0	0	18	37	54	71	87	103	117	132	145	158	278	350
Total Average Scans/day	5	5	6	7	8	9	9	10	11	12	12	13	19	23

PRODUCT SALES	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 24	Month 36
New Subscriptions / Month	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Recurrent Subscriptions	0	20	39	58	75	92	108	124	139	153	166	179	300	372
5 Total Monthly Subscriptions	20	40	59	78	95	112	128	144	159	173	186	199	320	392
Gross Subscription Volume	\$ 2,000	\$ 4,000	\$ 5,917	\$ 7,753	\$ 9,514	\$ 11,201	\$ 12,817	\$ 14,367	\$ 15,851	\$ 17,274	\$ 18,638	\$ 19,945	\$ 31,965	\$ 39,178

SCAN & COMMISSION INCOME	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 24	Month 36
Total Commission %	5.0%	5.0%	27.7%	31.0%	33.9%	35.5%	36.6%	37.5%	38.0%	38.8%	39.2%	39.5%	41.6%	42.3%
Commissions from Subscriptions	\$100	\$200	\$1,639	\$2,404	\$3,225	\$3,976	\$4,691	\$5,387	\$6,023	\$6,702	\$7,306	\$7,878	\$13,297	\$16,572
Bonus Scan Revenue 1	\$160	\$160	\$307	\$453	\$594	\$729	\$858	\$981	\$1,100	\$1,214	\$1,322	\$1,427	\$2,387	\$2,963
Cash Income from Initial Scans	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total Income	\$ 2,260	\$ 2,360	\$ 3,946	\$ 4,857	\$ 5,819	\$ 6,705	\$ 7,549	\$ 8,369	\$ 9,123	\$ 9,916	\$ 10,628	\$ 11,305	\$ 17,684	\$ 21,535

Less: EXPENSES	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 24	Month 36
3 Start-up Investment	(\$3,500)													
Additional Scan Credit Purchases	\$0	\$0	\$0	\$0	(\$100)	(\$100)	(\$100)	(\$100)	(\$100)	(\$100)	(\$100)	(\$100)	(\$100)	(\$100)
2 Insurance and Scan Credits	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)	(\$125)
Total Monthly Income	(\$1,365)	\$2,235	\$3,821	\$4,732	\$5,594	\$6,480	\$7,324	\$8,144	\$8,898	\$9,691	\$ 10,403	\$ 11,080	\$ 17,459	\$ 21,310

Notes

- 1 Subscription Bonus payment by Pharmanex is \$8 for every new SCS product Subscription and \$8 for each recurring participant scan.
- 2 \$125 monthly Scanner payment is for \$100.00 for 50 Digital Scan Credits, plus \$25 of damage waiver insurance.
- 3 The healthcare practitioner launch order includes the Healthcare Package, #01010489, a literature fee and a training fee. Total \$3,500
- 4 These examples assume that each Healthcare Professional referred generates the same sales volume and expenses as the practice above.
- 5 Products selected by your patients on Subscription are charged to their credit cards and shipped to their addresses.
- All products are freshly manufactured and delivered directly to your patients each month. Subscriptions can be paused as needed.
- No product inventory ties up your capital or is wasted by stale-dating on the shelves of your practice.

Estimated Annual Practice Income	\$ 77,037	\$ 177,874	\$ 236,556
	Year 1 Total (Months 1-12)	Year 2 Total (Months 13-24)	Year 3 Total (Months 25-36)

Number of Affiliates	5	10	15
Annualized Affiliate Bonus 4	\$ 119,667	\$ 383,577	\$ 705,197
	Based On Month 12	Based On Month 24	Based On Month 36