

<b>Funnel conversion rate assumptions</b>				
Lead --> Qualified lead	15%			
Qualified lead --> Sales Opportunity (Opp)	10%			
Close rate (Opp --> Closed Won)	20%			
<b>Conference funnel</b>				
<b>Marketing &amp; Sales funnel</b>		<b>Max costs</b>		
Leads	667	CP(Lead)	\$6	
Qualified leads	100	CP(Qualified Lead)	\$40	
Sales Opportunities	10	CP(Opp)	\$400	
New customers	2.0	CAC	\$2,000	<i>assumption</i>
		Total max cost	\$4,000	