

Economics of One Unit: Tech-Based Businesses

EOU: Paid Download			
One Unit of Sale = 1 Paid Download for a Mobile App			
Selling Price (per unit)			\$2.99
Variable Expenses			
Cost of Goods Sold	\$0		
Cost of Goods Sold		\$0	
Other Variable Expenses			
Commissions per Download 🍏 ▶	45¢		
Other Variable Expenses		45¢	
Total Variable Expenses			45¢
Contribution Margin (per unit)			\$2.54

EOU: Website Ad			
One Unit of Sale = 1 Ad Banner for 1 Month			
Selling Price (per unit)			\$500
Variable Expenses			
Cost of Goods Sold	\$0		
Cost of Goods Sold		\$0	
Other Variable Expenses			
Commissions per Ad	\$100		
Other Variable Expenses		\$100	
Total Variable Expenses			\$100
Contribution Margin (per unit)			\$400