

PHASE	CONCEPT	ITEM	UNITS	COST (USD/unit)	AMOUNT (USD)	AMOUNT (Dash)
	Infrastructure	3 months safety deposit	1	\$4.500,00	\$4.500,00	18,00
		First month rent	1	\$1.500,00	\$1.500,00	6,00
		Legal advisory	1	\$50,00	\$50,00	0,20
		First deep cleaning	1	\$10,00	\$10,00	0,04
		Floor carpet wash	1	\$30,00	\$30,00	0,12
		Paint	1	\$30,00	\$30,00	0,12
		Ups	1	\$400,00	\$400,00	1,60
		Computers	10	\$450,00	\$4.500,00	18,00
		Large Monitors	2	\$150,00	\$300,00	1,20
		Small Monitors	20	\$200,00	\$4.000,00	16,00
		Lightbulbs	20	\$1,00	\$20,00	0,08
		Chairs	18	\$50,00	\$900,00	3,60
		Desks for trading, administrative and cafeteria areas	18	\$60,00	\$1.080,00	4,32
		Bulletin boards	4	\$3,00	\$12,00	0,05
		Video beams	2	\$100,00	\$200,00	0,80
		Whiteboards	6	\$8,00	\$48,00	0,19
		Dash Trading Club Banners	6	\$4,00	\$24,00	0,10
		Interior designer	1	\$150,00	\$150,00	0,60
	Services	Internet service	1	\$200,00	\$200,00	0,80
		Internet cables	1	\$500,00	\$500,00	2,00
		Wifi routers	3	\$70,00	\$210,00	0,84
		Cables	12	\$0,50	\$6,00	0,02
		Wireless bams	6	\$40,00	\$240,00	0,96
		Phones	2	\$20,00	\$40,00	0,16
		Computer technician service	1	\$10,00	\$10,00	0,04
		Cleaning service	1	\$5,00	\$5,00	0,02
		Air conditioner technician service	1	\$10,00	\$10,00	0,04
		Electric power strips	8	\$2,50	\$20,00	0,08
		Extension cords	6	\$0,50	\$3,00	0,01
		Paper	6	\$3,30	\$19,80	0,08
		Pens 12 pack	10	\$1,00	\$10,00	0,04
		Pencils 12 pack	10	\$1,00	\$10,00	0,04

PHASE 1: PLACE	Office supplies and tools	Markers	4	\$2,90	\$11,60	0,05
		Agendas	6	\$3,50	\$21,00	0,08
		Notebooks	20	\$3,00	\$60,00	0,24
		Highlighters 12 pack	4	\$2,60	\$10,40	0,04
		Paper clips 100 pack	10	\$0,25	\$2,50	0,01
		Pins	10	\$0,30	\$3,00	0,01
		Tape	6	\$0,80	\$4,80	0,02
		Sticky notes	10	\$0,10	\$1,00	0,00
	Cafeteria supplies	Refrigerator	1	\$650,00	\$650,00	2,60
		Water filter	2	\$150,00	\$300,00	1,20
		Toaster	1	\$20,00	\$20,00	0,08
		Stove	1	\$40,00	\$40,00	0,16
		Coffee machine	1	\$25,00	\$25,00	0,10
		Coffee	6	\$2,00	\$12,00	0,05
		Mugs	12	\$1,00	\$12,00	0,05
		Cups 12 pack	2	\$2,00	\$4,00	0,02
		Silverware	1	\$3,00	\$3,00	0,01
		Plates	12	\$1,00	\$12,00	0,05
		Trays	3	\$1,00	\$3,00	0,01
		Kitchen utensils	1	\$4,00	\$4,00	0,02
		Snacks	1	\$5,00	\$5,00	0,02
		Paper napkins	3	\$1,00	\$3,00	0,01
	Cleaning supplies	Cloths	6	\$0,75	\$4,50	0,02
		Mops	2	\$1,00	\$2,00	0,01
		Brum	2	\$1,00	\$2,00	0,01
		Buckets	2	\$1,00	\$2,00	0,01
		Bleach	3	\$1,00	\$3,00	0,01
		Soap	3	\$1,00	\$3,00	0,01
		Dishwash	3	\$1,00	\$3,00	0,01
		Disinfectant	3	\$1,00	\$3,00	0,01
		Sponges	3	\$1,00	\$3,00	0,01
		Garbage bags	3	\$1,00	\$3,00	0,01
		Air freshener	3	\$1,00	\$3,00	0,01

	Bathroom supplies	Toilet paper	12	\$1,00	\$12,00	0,05
		Handwash soap	12	\$0,75	\$9,00	0,04
		Trashcan	6	\$0,70	\$4,20	0,02
		Plunger	3	\$0,50	\$1,50	0,01
PHASE 2: PERSONNEL	Hiring process	Club director	1	\$20,00	\$20,00	0,08
		Club president	1	\$20,00	\$20,00	0,08
		Expert trader	1	\$20,00	\$20,00	0,08
		Expert trader	1	\$20,00	\$20,00	0,08
		Secretary	1	\$20,00	\$20,00	0,08
		Accountant	1	\$20,00	\$20,00	0,08
		Legal advisor	1	\$20,00	\$20,00	0,08
PHASE 3: MARKETING	Online meetups	Flyers	500	\$2,00	\$1.000,00	4,00
		Radio advertising	1	\$60,00	\$60,00	0,24
		Social media ads package	1	\$500,00	\$500,00	2,00
	Live meetups	Venue	1	\$1.000,00	\$1.000,00	4,00
		Flyers	1000	\$2,00	\$2.000,00	8,00
		Radio advertising	1	\$60,00	\$60,00	0,24
		Instagram ads	100	\$5,00	\$500,00	2,00
		Dash trading club T-shirts	20	\$3,50	\$70,00	0,28
		Dash trading club Hats	20	\$3,00	\$60,00	0,24
		Dash trading club Cups	20	\$2,00	\$40,00	0,16
		Dash trading club Lanyards	20	\$1,00	\$20,00	0,08
		Billboard ad	5	\$200,00	\$1.000,00	4,00
		Promotion agency	1	\$500,00	\$500,00	2,00
		Refreshments	1	\$300,00	\$300,00	1,20
		Giveaway in Dash	100	\$10,00	\$1.000,00	4,00
	Launch	Flyers	1000	\$5,00	\$5.000,00	20,00
		Email promotion	1	\$200,00	\$200,00	0,80
		Social media marketing	1	\$650,00	\$650,00	2,60
		Promotion agency	1	\$500,00	\$500,00	2,00
		Event personnel for logistics	1	\$500,00	\$500,00	2,00
		Dash trading club T-shirts	50	\$5,00	\$250,00	1,00
		Dash trading club Hats	50	\$3,50	\$175,00	0,70

		Dash trading club Cups	50	\$3,00	\$150,00	0,60
		Dash trading club Lanyards	50	\$2,00	\$100,00	0,40
		Radio adverstising	1	\$1,00	\$1,00	0,00
		Water	1	\$500,00	\$500,00	2,00
		Raffle prizes	1	\$1.000,00	\$1.000,00	4,00
		Catering service	1	\$1.000,00	\$1.000,00	4,00
PHASE 4: OPERATION AND MAINTENANCE (monthly costs)	Place and services	Rent	1	\$1.500,00	\$1.500,00	6,00
		Electricity	1	\$2,00	\$2,00	0,01
		Water	1	\$1,00	\$1,00	0,00
		Phone	1	\$2,00	\$2,00	0,01
		Cell phones	1	\$10,00	\$10,00	0,04
		Internet	1	\$200,00	\$200,00	0,80
		Cleaning service	1	\$5,00	\$5,00	0,02
		Computer technichian service	1	\$30,00	\$30,00	0,12
		Cleaning service	1	\$10,00	\$10,00	0,04
		Air conditioner technichian service	1	\$10,00	\$10,00	0,04
	Payroll	Social media advertising	1	\$300,00	\$300,00	1,20
		Club director	1	\$300,00	\$300,00	1,20
		Club president	1	\$200,00	\$200,00	0,80
		Secretary	1	\$50,00	\$50,00	0,20
		Accountant	1	\$60,00	\$60,00	0,24
		Expert trader	1	\$150,00	\$150,00	0,60
Expert trader		1	\$150,00	\$150,00	0,60	
OTHER	Proposal submission	Legal documents	1	\$300,00	\$300,00	1,20
		Dash proposal fee	1	\$1.250,00	\$1.250,00	5,00
Total				\$41.559,30	166,24	

