

Scoping the Venture

Project Performance Statement: *By year 5, we want to be providing 108,000 servings of protein per year to undernourished populations and generating a surplus of \$20,000.00 per year from the ongoing business operation.*

GGD should produce at least 70 L of milk per day that will be sold directly to food insecure villagers. At 4.23 servings per L, this represents a daily output of 296 accessible protein servings, 108,000 protein servings per year, or 2 protein servings per week for 1,039 people.

GGD should earn a \$20,000.00 annual surplus after expenses with a 30% ROS and and __% ROA.

Requirements	Calculation	GGD
Minimum Social Impact Requirements		
Unit of social impact		Daily Protein Servings
Minimum number of social impact units	X	108,000 servings/year
Number of revenue units / impact unit	Y	0.23 L milk/serving
Minimum required sales in units per year	X*Y	25,532 L milk/year
Minimum Financial Requirements		
Revenue generating unit	A	1 L milk
Surplus / profit goal	B	\$20,000
Profitability target / performance cushion	C	30% ROS
Required total revenues / year	B*C	\$66,666
Estimated price per unit	D	\$1.98/L milk (weighted average across products)
Minimum required sales in units per year	(B*C)/D	33,670 L milk/year