

## ClearView Project

Suggested  
Distributions:

### Costs (in millions):

Development Cost of ClearView to Date	\$10.000
Testing Costs	\$4.000
Marketing Costs	\$16.000
Total Costs	\$30.000

*Uniform*  
*Triangular*

### Drug Test (sample of 100 patients):

Patients Cured	100
FDA Approved if 20 or More Patients Cured	1

*Binomial*

### Market Study (in millions):

Persons in U.S. with Nearsightedness Today	40.000
Growth Rate of Nearsightedness	2.00%
Persons with Nearsightedness After One Year	40.800

*Custom*

### Gross Profit on Dosages Sold:

Market Penetration	8.00%
Profit Per Customer in Dollars	\$12.00
Gross Profit if Approved (mm)	\$39.168

*Normal*

*Forecast cell*

**Net Profit (mm)**

\$9.168
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*Forecast cell*