

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

Forecast cell