

# [Moobella case study](https://assignbuster.com/moobella-case-study/)

[Business](https://assignbuster.com/essay-subjects/business/)

What categories of costs would you expect to see in a list of Immobile start-up costs? The categories of costs I would expect to see in a list of Immobile start-up costs are: – Owner’s salary – Employee wages and benefits – Computers, internet, telephone, and other technology – Promotion, advertising, web site hosting – Professional services – Insurance – Debt service – Taxes – Maintenance Legal,’accounting fees Supplies 2. It took nearly 20 years from idea to market for Immobile. Clearly, it had a long development and start-up period.

Reflect on the emotional and other monetary factors that were likely involved for Bruce Ginsberg.

Immobile was a seemingly simple concept that was technically complex and cost nearly $85 million in investment capital. Ginsberg was faced with many challenges with the research, development and start-up processes. The machines themselves were very costly, costing approximately $40, 000 per machine, and it took 5 years to develop the computer portion alone. 3. What was the mix of funds used by Immobile to get started?

Some of the start-up funding included: Saturn Asset Management–$25 million In equity (2000-2005) – Investigate (Swiss – W Health LIP–$9 million (November 2010) – Debt–$1 7.

5 million In high-interest loans and convertible notes 4. What are the start-up costs that you would expect to encounter if you were a company that purchased a Immobile machine? I would expect the cost of buying the machine itself, the supplies for the ice cream ten machine Lessens, taxes, malfeasance, IT I Duty multiple machines Tort Deterrent locations and hire people to refill and maintain them then employee wages, and debt if I cannot pay out of pocket.