

Moobella case study

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-\$17.

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.