

Cincer  
Spring 2020

Winston Setiawan  
Communication Design, DAAP  
Junior  
CEO / Design Lead

Brendan Margolies  
Entrepreneurship, COB  
Senior  
Sales Lead

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Neurobiology and Neurosciences, A&S  
Sophomore  
Marketing Lead

## Outcome



Cincer is a point-based card game that is made full of strategy, decision making, and would test a player's spelling abilities. The game has 48 cards, plays up to 4 players and acts as a gateway to create an authentic piece of entertainment that is purely Cincinnati-made, and puts Cincy on the map. The game has a unique style where players are given the chance to win the game in different ways, where spelling 'Cincinnati' correctly will reward them by completely winning the whole game. Players are encouraged to strategize their next move, flirt with their chances, as well as create bold decisions that could put their win at stake.

'Cincinnati' has proven to be an extremely difficult word to spell in google searches. It has gotten to the point where a majority of our own citizens could not spell its name. Creating a game that would allow players to rotate around this name envisioned the possibility of familiarizing people with the city. The frustration of simply spelling the word 'Cincinnati' was the

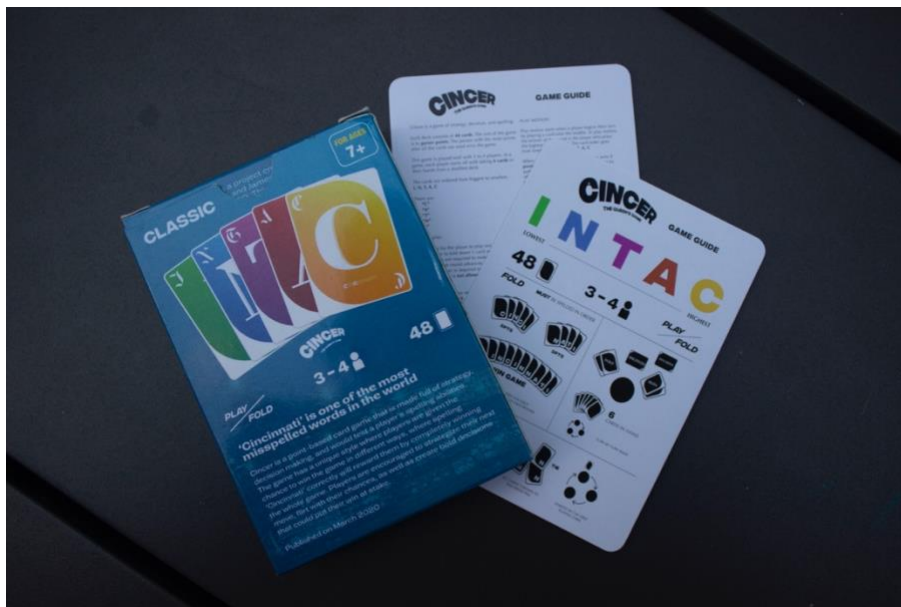
initial spark that brought an idea to life. With the existence of its own card game, we could accustom ourselves to our hometown, and become proud of where we come from.

## Budget

At first, we thought that making a card game from scratch would only allow us to cost under 3 dollars a deck to make due to the simplicity of paper and size, but it turns out that making a deck is much more than that. To have everything cut in the correct way and made professionally definitely pays a price. We also wanted to initially create the cards ourselves hand-made, but it proved to be a much more expensive alternative and an arduous process. The production of Cincer was overbudget due to high shipping prices from China, but with prices of the decks were quite alright. There was also a lot of variable costs that went into the design work, fixed costs of prototyping, as well as direct labor costs such as packaging. As a team, we tried to minimize as much budget as possible since all of the cards were decked down to the full \$500.

Overall, Cincer was an absolute hit. Our revenue garnered up to \$1250, which equates to a profit of \$450 after all costs. In the early and middle stages of Cincer, we sold to our families and friends, where we got 14 decks sold, where we stuck at \$168 in revenue. At the late stages, 3 weeks before the end of the semester, Cincer boomed from Cincinnati Enquirer, garnering \$1084, where 78 decks got sold. We successfully completed our breakeven point, as well as a great profit margin.

## Cincer's Journey



1. Final Product, Deck design, and rule card.

Coming into this class, we did not really expect to be overcome with so much in our hands, and stress on our backs. Creating a brand new card game from scratch and promoting said game from no knowledge is a tremendous struggle for our team to deal with, especially since we would need to test out the game itself before anything so that it actually plays well and people would have fun playing. Unlike other teams, our value really comes to the sense of entertainment with family, friends, and others, where objects are not for display, but to create a sense of enjoyment and act as a medium for gathering. We wanted to make sure that the game is completely balance and would make sense when played on the dining table, or even professionally. Winston spent a lot of time in creating the game balance as well as the complete design of the cards, so that the simple aim of the game would only be to sell as much as possible with the game design already set in play.

Our first ever meeting with the team involved working on playing the game, and making sure it plays right, and criticism and others could be placed in play to further ease the game and make it less complicated. Then, we worked on our target market and audience for the game, making sure that we target the right people who would love to play cards. From our product market validation we assumed that our main target demographic would be teenagers and our fellow Bearcat students, but after interviewing various different audiences, we found out that college students were not the right demographic to be selling to. Students often study and go out often, and do not have quite as much time to play card games. Adults however, have spent most of their time playing games with old-time friends and families. This leads us to believe that our selling point would not be mainly over in the University of Cincinnati, but elsewhere.

Not only was the selling point mistaken, but as well as our card game producer, who were inclined to give us better prices for cards, but suddenly turned us away and gave us a price we could not accept, being out of budget for us. For a moment we had to scramble to find new card game companies to finally fulfill our business model. Winston found a company who produces great card game products at a reasonable price from Alibaba, and have contacted them for a while for specifications. Unfortunately, there is a catch where the company comes from China, and all production and shipping would total to a month's time, so acting quick is definitely essential. It also forced us to put the game overbudget, which means it will highly impact our sales if sales do not boom at the end of the semester. The only way to combat the limbo of time is to create pre-orders that would hype up the game itself, and show more of the game with our paper prototypes. Our pre-orders surprisingly got a lot of traction online through University of Cincinnati's reddit page, but we need to create more pre-orders of active selling. With this, we proceeded to put flyers up and talk to our friends and families first to talk about the game we were creating. We gained up to 14 decks being sold at this point of time.



2. Pre-order form pasted around University of Cincinnati (designed by Winston)

With this set, we started to also plan to sell ahead, and plan accordingly. For the future as soon as the card games come. Our first thought of selling is to sell in FC Cincinnati, and Cincinnati Bengals home games. We also wanted to spread around Cincinnati's main area, Findlay Market as well as downtown Cincinnati. This strategy seemed plausible, as emails went through and the team were excited to host us to make a pop-up shop panel in these areas, but one of the biggest complications that hit the US really brought us down, the recent coronavirus cases.

All of our emails were rejected afterwards, as well the ability to sell to our secondary demographic, students. And for a moment, we were completely stuck. We have tried to contact different companies for their interest from their employees, but companies themselves have begun to shut down and a lot of employees are forced to work from home. In our slow efforts of contacting various companies, our time is running out as we start to see a huge downfall for our product as of yet. But we were not done trying yet.



5. Quick Paper Prototype



4. Final Prototype

We figured that since the coronavirus is affecting everyone, it would make sense for many people to be at home in that moment. Winston decided to contact various news organizations (Cincinnati Enquirer, Cincinnati.com), as well as the local TV (WCPO) for a story write-up for the card game that we're making. Since the card game itself is non-profit, Winston and Brendan believed that by pushing these tactics towards them, would be of interest to them and their audience, and would definitely benefit traction on both ends, a win-win situation. Fondly enough, a journalist captured the email, and immediately started a write-up on the game, where 3 weeks before the semester is due, an article comes up on Cincinnati.com, and Cincinnati Enquirer, and sales immediately boomed since the first day.



3. Cincer's newspaper and online appearance that boosted sales:  
<https://www.cincinnati.com/story/entertainment/2020/04/16/cincer-uc-students-create-card-game-where-you-try-spell-cincinnati/2962958001/>

“ODOT and Kiss aren’t the only ones stumped. The spelling is considered to be the fifteenth most misspelled name, with 22 re-directory words in Wikipedia. Three University of Cincinnati students decided to do something about it. They’ve created Cincer, a point-based card game where the ultimate goal is to correctly spell Cincinnati.” Luann Gibbs writes. This article was a big win for Cincer, where it garnered 45 orders, and 78 cards being sold. With a defined shipping system for all orders, and set cards ready, it was easy to package and send off to our customers, where they could enjoy the game in their homes with their friends and families.

## **Debrief Rundown**

There were not as many team meetups as projected, but essential meet-ups such as helping in working on the card game’s stability, formal funding pitches, and the general sense of direction were in place. These meetups prove to have benefited us often into getting on the right path to finish the task at hand, and getting everyone on track. Though our success with the game, the essentials of team meetups as well as communication is vital towards our product’s further success in the earlier stages. We felt that there were a lot of slacking off in the early stages, to the point where a lot of what we did felt late, and the coronavirus hit would have really destroyed our plans. Scrambling for a new plan was extremely difficult as well, as we could not meet and work together as a team to brainstorm ideas for the future.

The initial outcome of the design of the project is pretty successful, as well as the outreach of communication, and daring tries. “I’ve learned from Yes Theory, a YouTube channel that promotes ‘seeking discomfort’, that no feat is too small for anyone. The best you could do is ask someone, and the worst outcome would be of rejection. I felt that way towards Cincer’s future, and I took the leap of faith to find the best possible way to get our name out there, which was through the news.” Winston comments.

The whole coronavirus situation as proven to be an extremely tricky situation, as we needed to completely change our business plan in a completely 180 turn. It was a hard few weeks of that coronavirus time, that gives us to think of what to do in times like these, but what was successful was the risk taking in reaching out to various companies and organizations to get the word out there and push the card game forward. We think that we could have strived to do things differently by being more early in our expeditions to further sell our cards. We started off very slow with the cards being extremely late due to complications in finding the decks. We could have also handled meetings more frequently, which could further put everyone on track more, as well a lot more communication and plans. With these in set, I believe Cincer would have sold out much quicker.

“I personally think that this product was both successful, and unsuccessful. In a unsuccessful standpoint, our selling strategies were not going anywhere, and it was really hard to push everything forward with selling. Our lucky charm was the newspaper organization that brought us into \$1000 worth of revenue and gets us profit and breakeven. It was successful because of the interest of adults towards this niche game by University students. I personally think charging



it for \$14 is way off our line, but it proves that many adults bought the game in support of a startup company, and it really further pushes my faith in the cards. There are things that we still need to further pry on, like the playability of the cards, the rules, and a user experience test of the cards, which would really bring us to a better spot of confidence with our decks” -Winston.

In future similar products, we think that it is important to have card productions ready at first. It's a huge hassle to need to have everything set in stone and have all the designs ready for printing before anything, and it would definitely take more time. We also think that user testing the card game prototypes are definitely the move to go for, because not only will we get information of the card game being playable or enjoyable, we also get to have our testers be more interested in the game when it is successful and interesting to them first hand, and having card game enthusiasts backing you is also definitely a plus.

### **Project Feedback**

“I believe that Cincer itself could be a big hit. By making different version and further balancing the game, it would prove to be a great contender for many popular card games out there now. My thinking of Cincer's future is to create a prominent name for Cincinnati in a form of a card game, but rather than having people know Cincinnati's name by its city, they would know their name by what we make out of Cincinnati. In creating possible connects to China's manufacturer, creating pop-up shops all around, making tournaments and competitions for the games and definitely getting it on the news would be a beneficial step to the future of Cincer. This project personally have taught me a lot in the past few months, especially to start a new company, and bringing an idea that I thought about on the same chair I'm sitting, to life, is completely bizarre to me 3 months ago, but now, I definitely understand what goes in and out of it, and that it is doable with a lot of patience, work ethic, and professionalism.” - Winston.

“This project has been a ride for me. On the basis of the product alone, I feel that Cincer was one of the coolest products I've seen, and Winston is super smart for thinking about it. Everyone that has had the chance to view Cincer has been nothing but amazed and blown away by the creativity and thought that it was developed into. I feel confident in saying that Cincer for the future will be nothing short of successful. This project has tested our innovation and overall entrepreneurial skills. While at sometimes, the dynamic of a team as a whole was a bit skewed, the creative thought and idea creation was unlike anything I've dealt with for a class. I'm glad I had the opportunity to work and help build Cincer. It's one thing to be in a class where the idea is never brought to life, but then be in a class where the idea has to be brought to life. I'm happy for the lessons I learned and insights I've gained. I will be taking my learnings along with me in the future to whichever entrepreneurial avenue I chose to endure.”- Brendan M.

“Overall, this project has taught me how to improvise at its finest. Initially, we wanted to market our product on campus to students and family around the Cincinnati area. We were going to set up numerous pop-up shops as well as venture to places around cincy, such as the findlay market, to advertise and sell. Halfway through the semester though, everything shut down due to Covid-19 and we had to think our plan all over again. We immediately started emailing

companies around the Cincinnati area, asking them if they would be interested in advertising our product or even purchasing some. Eventually, after weeks of reaching out, a news company published an article about our product and this is when sales started to skyrocket. With this being said, I learned how to work together with a team and improvise in the worst of situations.”  
– James C.



TEAM MEMBERS

TEAM Cincer

Team Member	M#	E-Mail	Phone	College	Major	Class	Role
Winston Setiawan	M12468102	<a href="mailto:setiawwn@mail.uc.edu">setiawwn@mail.uc.edu</a>	425-773-2864	DAAP	Communication Design	Junior	CEO
Brendan Margolies	M13041098	<a href="mailto:margolbt@mail.uc.edu">margolbt@mail.uc.edu</a>	740-816-5828	COB	Entrepreneurship	Senior	Sales Lead
James Cosgrove	M12794418	<a href="mailto:cosgrojd@mail.uc.edu">cosgrojd@mail.uc.edu</a>	513-601-3334	A&S	Neuro Bio	Sophmore	Marketing Lead

**TEAM** Cincer

**TOTAL COST OF PURCHASES \$ 500.00**

VARIABLE COSTS

TEAM Cincer

Component	Quantity Ordered	Quantity Received	Price	Component Yield
Cincer Card Game sets	100	100	\$ 420.00	100%
8.25 x 11 1ct Poly Mailers	2	2	\$ 1.99	100%
Kraft Mailers	42	42	\$ 0.83	100%
Total Shipping Cost for 42 orders	1	1	\$ 179.20	100%
Total Shipping Cost for 4 orders	1	1	\$ 15.20	100%

TOTAL VARIABLE COSTS \$ 617.22

MAXIMUM YIELD 1

TOTAL VARIABLE COST PER UNIT \$ 617.23

FIXED COSTS

TEAM Cincer

Item	Quantity Ordered	Quantity Received	Price	
Shipping	1	1	\$	80.00
Alibaba Card payment fee	1	1		\$8.85
Prototype creation	1	1	\$	16.00

TOTAL FIXED COSTS \$ 104.85

DIRECT LABOR COSTS

TEAM Cincer

Team Member	Production Hours	Minimum Wage	FICA	Medicaid	BWC	FUTA	SUTA	Effective Rate	Total
Winston	4.00	\$ 8.70	6.20%	1.45%	2.20%	0.60%	2.70%	\$ 9.84	\$ 39.36
Brendan Margolies	0.00	\$ 8.70	6.20%	1.45%	2.20%	0.60%	2.70%	\$ 9.84	\$ -
James Cosgrove	0.00	\$ 8.70	6.20%	1.45%	2.20%	0.60%	2.70%	\$ 9.84	\$ -
0	0.00	\$ 8.70	6.20%	1.45%	2.20%	0.60%	2.70%	\$ 9.84	\$ -
0	0.00	\$ 8.70	6.20%	1.45%	2.20%	0.60%	2.70%	\$ 9.84	\$ -
0	0.00	\$ 8.70	6.20%	1.45%	2.20%	0.60%	2.70%	\$ 9.84	\$ -
0	0.00	\$ 8.70	6.20%	1.45%	2.20%	0.60%	2.70%	\$ 9.84	\$ -

TOTAL DIRECT LABOR COSTS \$ 39.36

MAXIMUM YIELD 1

TOTAL DIRECT LABOR COST PER UNIT \$ 39.36

**TEAM** Cincer

[illegible]

## TEAM Cincer

Date	Sales Person	Variant	Units Sold	Actual Sale Price	Revenue	Cumulative Revenue	Order Fulfilled?	Week	Month	Quarter	Year
2/29/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 12.00	\$ 12.00	\$ 12.00	Yes	Week 9	February	Quarter 1	2020
3/3/20	James Cosgrove	Cincer Card Game Classic	1	\$ 12.00	\$ 12.00	\$ 24.00	Yes	Week 10	March	Quarter 1	2020
3/6/20	James Cosgrove	Cincer Card Game Classic	10	\$ 12.00	\$ 120.00	\$ 144.00	Yes	Week 10	March	Quarter 1	2020
3/12/20	Winston Setiawan	Cincer Card Game Classic	2	\$ 12.00	\$ 24.00	\$ 168.00	Yes	Week 11	March	Quarter 1	2020
4/12/20	James Cosgrove	Cincer Card Game Classic	2	\$ 14.00	\$ 28.00	\$ 196.00	Yes	Week 15	April	Quarter 2	2020
4/12/20	James Cosgrove	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 210.00	Yes	Week 15	April	Quarter 2	2020
4/13/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 12.00	\$ 12.00	\$ 222.00	Yes	Week 16	April	Quarter 2	2020
4/16/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 12.00	\$ 12.00	\$ 234.00	Yes	Week 16	April	Quarter 2	2020
4/16/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 248.00	Yes	Week 16	April	Quarter 2	2020
4/17/20	Winston Setiawan	Cincer Card Game Classic	4	\$ 14.00	\$ 56.00	\$ 304.00	Yes	Week 16	April	Quarter 2	2020
4/17/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 318.00	Yes	Week 16	April	Quarter 2	2020
			0								
4/13/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 332.00	Yes	Week 16	April	Quarter 2	2020
			0								
4/14/20	Winston Setiawan	Cincer Card Game Classic	2	\$ 12.00	\$ 24.00	\$ 356.00	Yes	Week 16	April	Quarter 2	2020
			0								
4/14/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 370.00	Yes	Week 16	April	Quarter 2	2020
			0								
			0								
4/18/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 384.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	2	\$ 14.00	\$ 28.00	\$ 412.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 426.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 440.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 454.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 468.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	3	\$ 14.00	\$ 42.00	\$ 510.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 524.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 538.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	2	\$ 14.00	\$ 28.00	\$ 566.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 580.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 594.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 608.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	2	\$ 14.00	\$ 28.00	\$ 636.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 650.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 664.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 678.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	4	\$ 14.00	\$ 56.00	\$ 734.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 748.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 762.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 776.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	2	\$ 14.00	\$ 28.00	\$ 804.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	2	\$ 14.00	\$ 28.00	\$ 832.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 846.00	Yes	Week 16	April	Quarter 2	2020
4/19/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 860.00	Yes	Week 16	April	Quarter 2	2020
4/20/20	Winston Setiawan	Cincer Card Game Classic	6	\$ 14.00	\$ 84.00	\$ 944.00	Yes	Week 17	April	Quarter 2	2020
4/20/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 958.00	Yes	Week 17	April	Quarter 2	2020
4/20/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 972.00	Yes	Week 17	April	Quarter 2	2020
4/20/20	Winston Setiawan	Cincer Card Game Classic	3	\$ 14.00	\$ 42.00	\$ 1,014.00	Yes	Week 17	April	Quarter 2	2020
4/20/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 1,028.00	Yes	Week 17	April	Quarter 2	2020
4/20/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 1,042.00	Yes	Week 17	April	Quarter 2	2020
4/20/20	Winston Setiawan	Cincer Card Game Classic	3	\$ 14.00	\$ 42.00	\$ 1,084.00	Yes	Week 17	April	Quarter 2	2020
4/22/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 1,098.00	Yes	Week 17	April	Quarter 2	2020
4/22/20	Winston Setiawan	Cincer Card Game Classic	5	\$ 14.00	\$ 70.00	\$ 1,168.00	Yes	Week 17	April	Quarter 2	2020
4/23/20	Winston Setiawan	Cincer Card Game Classic	3	\$ 14.00	\$ 42.00	\$ 1,210.00	Yes	Week 17	April	Quarter 2	2020
4/24/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 1,224.00	Yes	Week 17	April	Quarter 2	2020
4/25/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 1,238.00	Yes	Week 17	April	Quarter 2	2020
4/25/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 1,252.00	Yes	Week 17	April	Quarter 2	2020
4/26/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 1,266.00	Yes	Week 17	April	Quarter 2	2020
4/27/20	Winston Setiawan	Cincer Card Game Classic	1	\$ 14.00	\$ 14.00	\$ 1,280.00	Yes	Week 18	April	Quarter 2	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020
		Cincer Card Game Classic	0	\$ -	\$ -	\$ 1,280.00	No	Week 1	January	Quarter 1	2020



**TEAM** Cincer

[illegible]

## CASH/VENMO TRANSACTIONS

## TEAM Cincer

[illegible]

## CASH/VENMO TRANSACTIONS

## TEAM Cincer

[illegible]

## CASH/VENMO TRANSACTIONS

## TEAM Cincer

[illegible]

## WEEKLY SALES SUMMARY TEAM Cincer

Row Labels	Sum of Units Sold	Sum of Revenue
<b>2020</b>	<b>94</b>	<b>\$ 1,280.00</b>
<b>Quarter 1</b>	<b>14</b>	<b>\$ 168.00</b>
January	-	\$ -
Week 1	-	\$ -
February	1	\$ 12.00
Week 9	1	\$ 12.00
March	13	\$ 156.00
Week 10	11	\$ 132.00
Week 11	2	\$ 24.00
<b>Quarter 2</b>	<b>80</b>	<b>\$ 1,112.00</b>
April	80	\$ 1,112.00
Week 15	3	\$ 42.00
Week 16	47	\$ 650.00
Week 17	29	\$ 406.00
Week 18	1	\$ 14.00
<b>(blank)</b>	<b>1</b>	<b>\$ 280.00</b>
<b>(blank)</b>	<b>1</b>	<b>\$ 280.00</b>
(blank)	1	\$ 280.00
(blank)	1	\$ 280.00
<b>Grand Total</b>	<b>95</b>	<b>\$ 1,560.00</b>

94 Units (-1 from Shipping)

PROFIT SUMMARY

TEAM Cincer

Revenue	\$	1,560.00		
Variable Costs			\$	617.22
Fixed Costs			\$	104.85
Direct Labor Costs			\$	39.36
Sales Commissions			\$	64.00
			Gross Profit (Loss)	\$ 734.57