



KisiFit

Tailgating ROI Calculator

Kisi for gyms

Quantify the ROI of Kisi's tailgating prevention system based on membership size and unauthorized entries

Savings & ROI (Year 1)

▲ **\$7,318**
Monthly Savings

Members Net Monthly Savings

100	\$568.33
200	\$1,318.33
500	\$3,568.33
1000	\$7,318.33

ROI from Year 2
Onward (No setup fee):
Your system cost drops to \$115/
month = \$1,380/year, making ROI
even higher.

Refer to subsequent pages for a detailed
breakdown of this calculation.

System Costs

One-Time Setup Cost	\$66.67/m
Licensing Fee/month	\$115
Total System Costs/month	\$181.67

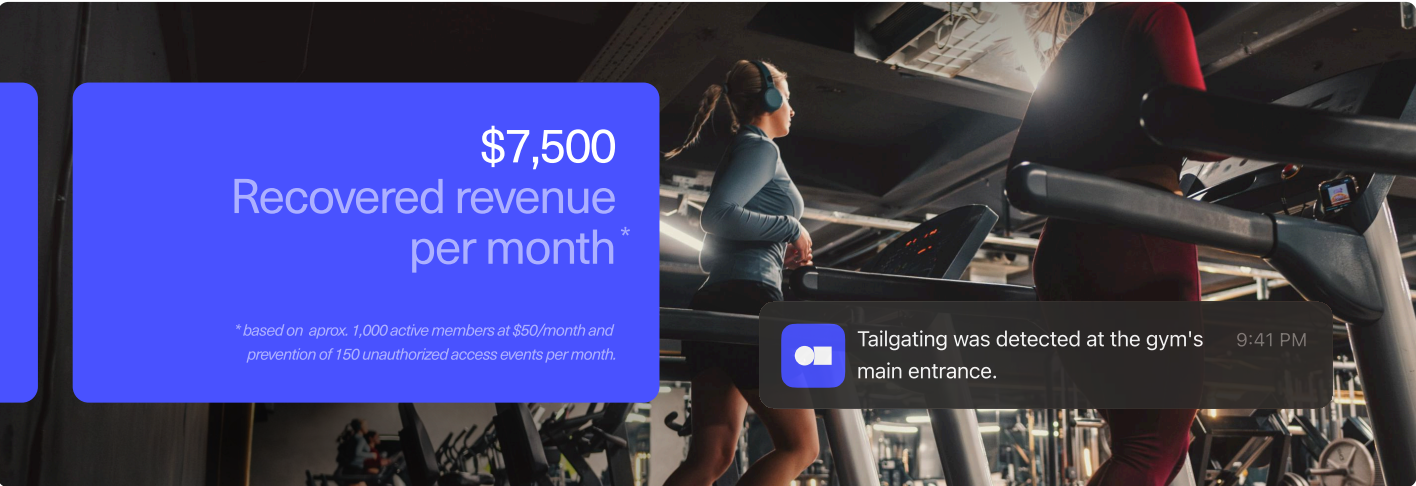
Refer to subsequent pages for a detailed
breakdown of this calculation.



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Key inputs

Setup costs

Description	Value
Setup Cost	\$800 (one-time)
Monthly Licensing Fee	\$115
Membership Cost/Month	\$50

Tailgating incidents per month *

Members	Tailgating Incidents/Month
100	15
200	30
500	75
1000	150

* from previous estimates

Revenue loss
without anti-tailgating system

Each tailgater is essentially someone using the gym without paying \$50/month.

Members	Tailgating Incidents	Monthly Revenue Loss (× \$50)
100	15	\$750
200	30	\$1,500
500	75	\$3,750
1000	150	\$7,500

Monthly system cost

System	Monthly System Costs (amortized)
Monthly Licensing Fee	\$115
Setup Cost (One-Time Setup Cost: \$800; amortized over 1 year = \$66.67/month)	\$66.67/month
Total System Costs/month (for Year 1)	\$181.67
Total System Costs/month (for Year 2+)	\$115.00

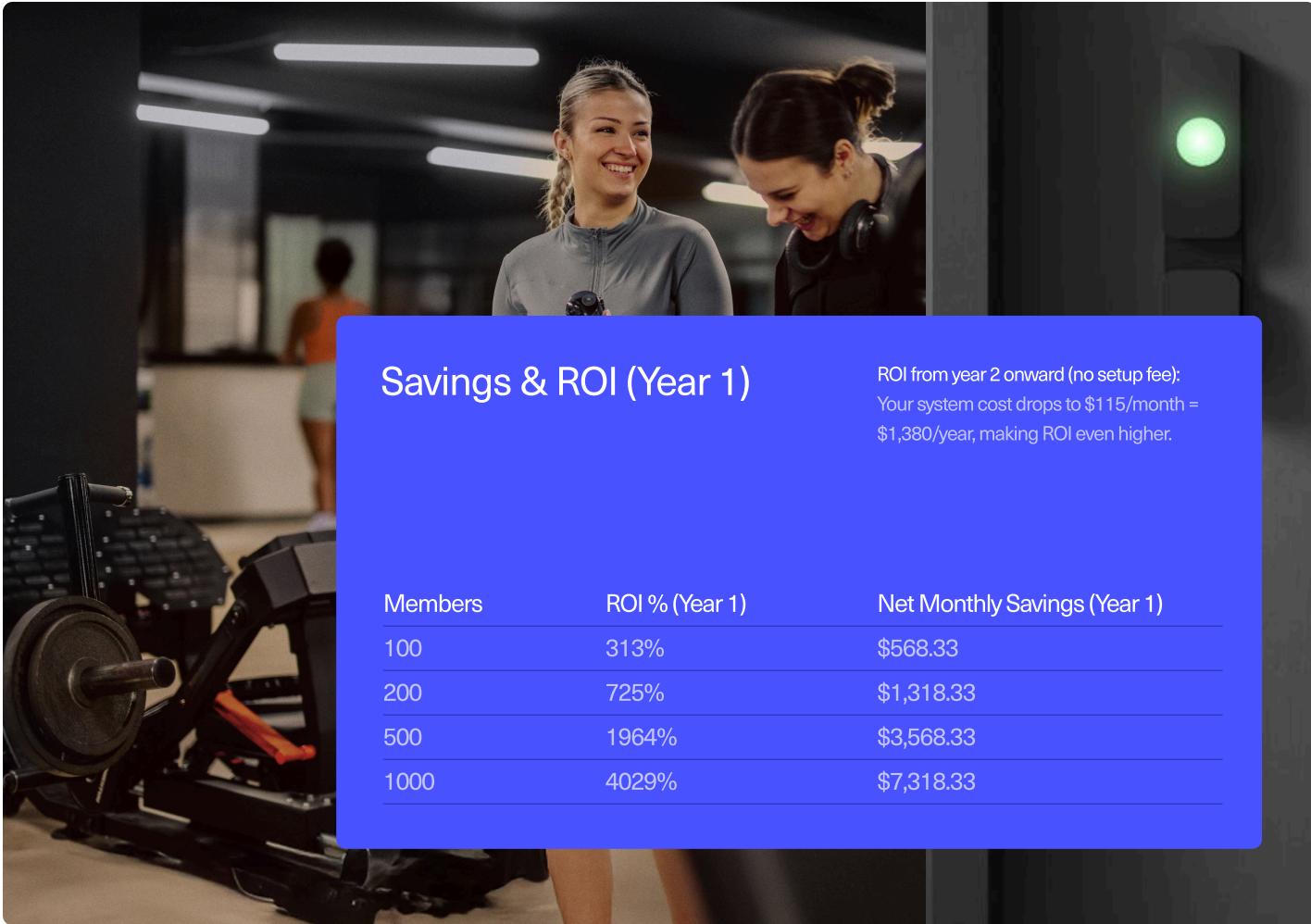
Net monthly savings (Year 1)

Members	Revenue Loss Prevented	System Cost	Net Monthly Savings
100	\$750	\$181.67	\$568.33
200	\$1,500	\$181.67	\$1,318.33
500	\$3,750	\$181.67	\$3,568.33
1000	\$7,500	\$181.67	\$7,318.33

ROI calculation (Year 1)

ROI =
(Net Savings ÷ System Cost) × 100

Members	Annual Net Savings	Annual Cost	ROI % (Year 1)
100	$\$568.33 \times 12 = \$6,819.96$	$\$800 + (\$115 \times 12) = \$2,180$	313%
200	\$15,819.96	\$2,180	725%
500	\$42,819.96	\$2,180	1964%
1000	\$87,819.96	\$2,180	4029%



Savings & ROI (Year 1)

ROI from year 2 onward (no setup fee):
Your system cost drops to \$115/month = \$1,380/year, making ROI even higher.

Members	ROI % (Year 1)	Net Monthly Savings (Year 1)
100	313%	\$568.33
200	725%	\$1,318.33
500	1964%	\$3,568.33
1000	4029%	\$7,318.33