

This is a reference sheet to provide further explanation for some of the numeric figures, estimations and calculations mentioned in the main write-up:

1. Learning and Development Costs

According to the the Association for Talent Development's (ATD) 2014 *State of the Industry* report small organizations with fewer than 500 employees spent on average \$1,888 per employee on learning and development costs. While mid-size and large organizations spent \$838 per employee on this figure.

So a mid-size company with 500 employees spends $\$1,888 * 500 =$ approx \$ 950k annually on learning costs, while a company with 1000 employees spends approx \$1.9 million.

2. Costs related to renting board rooms and halls for company events

According to data collated through online meeting/conference room metasearch sites such as **regus**, **eVenues**, **cvent** and **bizbash**, renting a meeting room with a capacity of 20 delegates has a daily rate of \$ 1000 in San Francisco. For hiring large halls for bigger events such as exhibitions or product launches with a capacity of 500 people or more, the cost comes out to be \$5,000-\$10,000.

Hiring meeting/board rooms for conferences is a feature which might find most appeal with start-up or small size company as bigger firms usually have these facilities at their own campuses. However, renting a bigger hall for larger company events might be lucrative for mid-size or large scale companies as well.

Assuming a small-size company needs to rent a meeting room twice a month, the annual cost associated with this come out to be $(2 * 12) * (\$1000) = \$24,000$

Assuming it needs to organize a big scale event twice a year at a reasonably priced venue, the annual cost for this comes out to be $2 * \$5000 = \$10,000$

Total estimated cost savings for a small sized company come out to be \$34,000.

3. Business Incubation costs for a start-up

Business Incubators such as **RocketSpace** and **Runway Incubator** offer coworking spaces to start-ups at \$ 1000 per month per desk.

Assuming a start-up has a small 4 member team, the total annual costs are $= 4 * \$1000 * 12 = \$48,000$.

4. Earning potential for students and costs incurred by companies by conducting market research, data entry work, consumer focus groups, beta tests, etc.

Student Earnings:

These tasks pay at a rate of approx. \$10 for 2 hours of work. Assuming a student is able to work 10 hours per week, he/she can earn $\$10 * 5 = \50 per week. If he/she works for 40 weeks in a year, excluding summer break and holidays, he/she can earn \$2,000.

Company costs:

If a large company offers these jobs to 100 students and engages them 20 hours per week. The costs incurred are $\$2000 * 2 = \$4,000$ per student per year. For 100 students the total cost comes out to be $\$4,000 * 100 = \$400k$ per year.

A small company will have lower needs for such projects. Assuming it can offer work for 6 hours per month to 100 students at a rate of \$10 each. And each student can work for 10 months. The annual costs incurred are $\$10 * 3 * 10 \text{ months} * 100 \text{ students} = \$30k$