

Unit Economics

We will continue to develop more efficient communication and customized services, specific to our unit with our WellNest platform. We will also continue to adjust our service offerings based on market rates and customer demand.

WellNest Pod[®] + 1 Year Care Services

	2021	2022	2023	2024	2025
Unit Revenue					
Unit + Care Services (Includes 1 Year of services)	\$150,000	\$150,000	\$155,000	\$160,000	\$165,000
COGS	\$101,600	\$101,600	\$91,400	\$87,000	\$87,000
Gross Profit	\$48,400	\$48,400	\$63,600	\$73,000	\$78,000

Care Service Subscription

Our Care Service Subscription includes a range of essential senior care services, that will expand and evolve with our customer's needs. Our average 5-year customer subscription commitment is based on industry standards and current life expectancy.

	2021	2022	2023	2024	2025
Unit Revenue					
Avg. Care Service Subscription	<i>Year 1 Included in Unit Purchase</i>	\$88,200	\$90,800	\$93,600	\$96,400
COGS		\$55,900	\$53,100	\$47,500	\$47,500
Gross Profit		\$32,300	\$37,700	\$46,100	\$48,900