
Study of Strategic Drivers and Patterns that Change Planet's Business Model CANVAS

BACHELOR'S DEGREE THESIS
BUDGET

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CONTENTS

1	Budget	1
1.1	Breakdown of Project Costs	1
1.2	Final Costs	3

LIST OF TABLES

- 1.1 Breakdown of Human Costs 2
- 1.2 Breakdown of Physical Costs. 2
- 1.3 Total cost of the project. 3

CHAPTER

1

BUDGET

1.1 Breakdown of Project Costs

The developed project consists on an analytical study, for this reason, costs of construction or materials will not be taken into account, since no materials have been needed for the development of the project.

The first lines of this document will be to justify the plotted costs. And, the final sections will provide the unit costs and the total costs of the totality of the project.

The higher costs in the development of the research have been those related to working force, and therefore, salary. Two people have participated in this project, a junior and a senior researcher (which has acted as a councilor). For this reason, two different kinds of salaries will have to be accounted separately.

On the side of the software costs, since the documents have been written using open sourced software (*Overleaf*), and the consulted documents and articles necessary for the research tasks have open access as well, the only significant costs have been those related to the *Mendeley Premium* fee. To end with the breakdown of the costs, there are those costs related to physical resources needed to develop the study, which are merely the electricity costs related to light and computer electricity usage.

Human Costs

In Table 1.1, a breakdown of the hours and related costs which have been devoted to each of the points that compose the Project can be found. [1]

Issue	Quantity [h]	Cost per Unit [€/h]	Total [€]
Initial Research of Information	10	18	180
Introduction	15	18	270
Development of the State of the Art	30	18	540
Description of Old CANVAS BM	50	18 €/h	900
Description of New CANVAS BM	60	18 €/h	1,080
Comparison between both CANVAS BM	30	18 €/h	540
Drivers Identification	30	18 €/h	540
Patterns Analysis	30	18 €/h	540
Analysis of Results and Conclusions	20	18 €/h	360
Revision	20	18 €/h	360
Development of Appendix	40	18 €/h	720
Senior Researcher Consultations	25	25 €/h	625
TOTAL			6,655 €

Table 1.1: Breakdown of Human Costs

Physical Costs

Regarding the physical costs, computer [2], software [3] and facilities costs [4] will be taken into account. Since most of the software which has been used is open sourced, only Mendeley related costs will be taken counted. Results can be seen in Table 1.2

Issue	Quantity	Cost per Unit	Total [€]
Mendeley Premium	4 months	12 €/month	48
Electricity	112 kWh	0,12 €/kWh	14
Computer	1	1.150 €	1.150
TOTAL			1,212 €

Table 1.2: Breakdown of Physical Costs.

1.2 Final Costs

To finally plot the costs related to the development of the study, Table 1.3 is presented. In this table, each costs has its unity price and the number of unities used. Leading to a final result of the total costs.¹

Issue	Total [€]
Human Costs	6,655
Physical Costs	1,212
TOTAL	7,870 €

Table 1.3: Total cost of the project.

Based on the developed analysis of costs, it can be stated that the development costs of the project would be of **7,870 €**.

¹Costs have been rounded up to tens.

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- [4] Tarifa Luz Hora. *Precio del Kwh en España*. URL: <https://tarifaluzhora.es/info/precio-kwh> (visited on 06/08/2019).