

Business potential at a glance

Digital colour variant planner

Malerbetrieb Czeranski · 10/8/2026

Paid customer offering · Year 1 · net · base case. Sources and assumptions in the details.

20 sales modelled; at least 18 needed to break even.

01 · Customer benefit

Not yet quantifiable
per customer / year

Data missing

Missing: value per unit.

02 · Market potential

100

reachable prospects in year one

Assumed

At 20% assumed conversion this implies 20 sales in year one.

03 · Competition & price

149.00 €

per sale

Assumed

The proposed net price pays for bounded expert preparation; verified digital alternatives cost €0.

04 · Contribution margin

81.50 €

per sale

Calculated · assumptions

149.00 € net revenue minus 67.50 € variable costs leaves 81.50 € to cover fixed costs.

05 · Break-even

at least 18

sales in year one

Calculated · assumptions

20 sales modelled; at least 18 needed to break even.

06 · Annual result & assessment

+231.67 €

year 1 · before tax

Economic surplus

Under the modelled assumptions, 231.67 € economic surplus remains in year one.

Understand the figures. Assess the decision.

Conclusion for your decision

Internal company use

Economics not yet quantified. Internal savings and effort have not been fully quantified.

Condition: Internal time or cost savings must outweigh development, operation and usage.

Free for existing customers

Economics not yet quantified. Keep this a bounded consultation aid; operational savings remain explicitly modelled assumptions.

Practical benefit: A saved comparison may reduce repeated explanation and make preferences easier to revisit.

Suitable for: Existing Czeranski customers comparing colours for an interior painting project.

Existing workflow and effort: No product revenue is assumed. The calculation below includes the current service costs before any extra professional work.

Condition: The economic prerequisite is avoided repeat advice exceeding project and actual incremental professional costs.

Paid customer offering

Cost coverage not yet fully assessed. Economic surplus: 231.67 € in year one. Additional fixed owner work is missing.

Practical benefit: Deliver one prepared room image, three comparable variants, an annotated favourite and one revision.

Suitable for: Existing customers and new Berlin-area buyers with an active painting decision.

Existing workflow and effort: Model one-off sales with the current service costs shown below, including social content, plus professional delivery labour.

Break-even threshold: at least 18 sales in year one. 20 sales modelled; at least 18 needed to break even.

Condition: The prerequisites are qualified offers, accepted service pricing and preparation within the package's labour allowance.

Recommendation: Narrow both models: free self-service for existing customers; paid expert preparation only with bounded labour. A practical use recommendation is separate from economics that have not yet been quantified.

Three alternative calculations: do not add shared development and operating costs. Customer benefits are not automatic business returns.

01 Customer benefit

What the customer receives: Deliver one prepared room image, three comparable variants, an annotated favourite and one revision. Prepared alternatives may reduce decision effort, but there is no defensible cash value for private time or evidence of avoided repainting.

Calculation: Missing: value per unit.

Interpretation: Buyer benefit cannot responsibly be monetised here. Purchase price is not buyer benefit; private time savings and avoided repainting remain unquantified.

No measured metric evidenced; inputs remain assumptions.

02 Market potential

Audience & access: Residents and Czeranski colour advisers. (Assumption.) Painting customers buying prepared choices. (Assumption.) Serve Berlin-area painting buyers through consultations, website enquiries and social content. (Assumption.) Count unique qualified offers through consultations, website enquiries and social content in year one; housing stock is excluded.

Calculation: $100 \text{ prospects} \times 20 \% = 20 \text{ sales (rounded down)}$.

Basis & limitation: Planning range of roughly 3–15 qualified offers monthly in Berlin and surroundings, combining existing and new customers. No traffic or customer counts are known; social content guarantees none. Free alternatives justify cautious uptake. The upper case assumes a clearly understood expert deliverable; these are scenario purchase rates, not observed conversions. Reachable prospects are not evidenced buyers.

Audience, market and access: [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#)

03 Competition & price

Compared offerings: Caparol Spectrum: Basic and Pro cost €0; Pro requires registration. It already offers masks, saved projects and Pro export. Alpina Farbraum: The simulator and app cost €0. It offers photo recolouring, favourites and sharing. Brillux colour service: The expert-service tariff is not published. Experts deliver concepts, visualisations and agreed revisions.

Own price: 149.00 € per sale. Billing unit: One-room decision pack. One-off net price for one prepared room, three alternatives and one revision. This is a service-value hypothesis, not a verified paid market benchmark; digital price anchors are free.

Interpretation: The proposed net price pays for bounded expert preparation; verified digital alternatives cost €0. A contractor-ready decision record is a possible gap, not proven exclusive functionality. Scope and term must be comparable. Asking prices do not prove willingness to pay for this offering.

Offerings, scope and prices: [3], [4], [5]

04 Contribution margin

Calculation: $149.00 \text{ €} - (1.5 \text{ h} \times 45.00 \text{ €} + 0.00 \text{ €}) = 81.50 \text{ €}.$

Cost basis: Includes Czeranski's image preparation, colour selection and one review in year one. Complexity drives the range. It excludes technical support already included in standard operation. Illustrative full labour cost for Czeranski's professional colour preparation only. No wage or staffing records are available. External development and technical support are excluded. Assume invoice payment and digital delivery without shipping, paid AI or messaging. No product-specific variable expenditure is necessary within this scope.

Interpretation: Work time is valued economically. Fees, commissions and usage-based technology belong in variable costs, without double counting.

Cost and benefit assumptions: [3], [4], [2]

05 Break-even

First-year costs: 41.18 € assessment + 167.23 € development + 796.68 € operation + 393.24 € social media + 0.00 € other fixed costs. Setup costs are counted once in full in year one.

Calculation: $1,398.33 \text{ €} \div 81.50 \text{ €} = 18 \text{ sales (rounded up)}.$

Interpretation: Additional owner effort has not been quantified. Costs and break-even are lower bounds; the result is before that deduction. The threshold covers year one; it does not specify a payback date.

Cost basis: [3], [4], [2]

06 Annual result & assessment

Calculation: $20 \times 81.50 \text{ €} - 1,398.33 \text{ €} = 231.67 \text{ €}.$

Key conditions: Paid pricing must cover preparation without relying on a later painting sale. (Assumption.) Free access must avoid an unlimited professional preparation commitment. (Assumption.) Assumed reach and uptake must not be treated as established sales capacity.

Interpretation: Additional owner effort has not been quantified. Costs and break-even are lower bounds; the result is before that deduction. Economic result before tax; not equivalent to cash requirements.

Three scenarios compared

Scenario	sales	Price / unit	Total effort	Result
Conservative	4	99.00 €	≥ 10 h	-1,602.33 €
Base	20	149.00 €	≥ 30 h	+231.67 €
Favourable	63	199.00 €	≥ 63 h	+8,933.67 €

Year 1 · net. Scenarios are assumptions, not forecasts. Effort includes delivery and known owner setup and ongoing work. Price, volume and effort vary together. Fixed owner work is missing; effort and costs are lower bounds.

Assessment and conditions: [3], [4], [2]

Sources and context

Report date: 10/8/2026. Sources support observations, not automatically the scenario assumptions.

1. Fortschreibung des Wohngebäude- und Wohnungsbestandes in Berlin und Brandenburg

Context: Audience, market and access

2. Malerbetrieb Czeranski – Maler & Wohnung streichen zum fairen Festpreis

Context: Audience, market and access · Cost and benefit assumptions · Cost basis · Assessment and conditions

3. Spectrum-Familie: Gestaltungsideen online visualisieren

Context: Audience, market and access · Offerings, scope and prices · Cost and benefit assumptions · Cost basis · Assessment and conditions

4. Alpina Farbraum – Alpina Farben

Context: Audience, market and access · Offerings, scope and prices · Cost and benefit assumptions · Cost basis · Assessment and conditions

5. www.brilllux.de

Context: Offerings, scope and prices