

# Typical Icafe Operation Statistics

A "typical" well-run Internet café will have an approximate schedule as follows:

TIME	ACTIVITY
8am – 10:30am	Computer classes, perhaps in association with students from a local school or college.
10:30 am – 2pm	Business customers, lunch-time customers, business planning Internet access and office services
2pm – 5 pm	After school customers – homework, Internet access and chat
5pm – 8pm	Evening customers, students, professionals, after-work customers, evening classes for English.
8pm – 10 pm	Ministry time: Bible studies, client follow-up, question and answer time, team meetings etc

The above model involves 12 hours commercial operation plus two hours of ministry time. Staff are rotated to staff the icafe in shifts – they do not all work 14 hour days!

With 20 client machines, given at least 50% occupancy and 1 hour per customer at 60c per hour.

12 hrs x 10 clients per hour = 120 clients per day

Income = 120 x 60c per hour x 25 days per month = \$1800 per month

## COSTS

Rent = \$300 a month

Internet = \$100 a month

Phone etc= \$100 a month

Deprecation = \$150 a month

**Total fixed costs** = \$650 a month

Missionary wages (4 indigenous missionaries) = \$250 per month each = \$1000

This leaves \$150 a month for "extras" and ministry expenses. If the icafe is run well it can achieve much more than 50% occupancy.

## MINISTRY RESULTS

120 customers per day x 25 days per month = 3000 "customers" which would represent about 1200 different users as some would be regulars.

There would also be "walk-in" customers, not using the computers but buying coffee, purified water etc. 30 per day x 25 days per month = 750 customers, or about 250 different users.

This gives us 1450 individuals in the community with which the icafe is in regular contact. If 5% of these go on to take a bible study or participate in a house church we have 72 individuals making some step forward for Christ (say from -5 to -2 on the Engel scale). Of these 72 seekers perhaps 30 would go on to full participation in a house church thus forming two house churches of 15 persons each. This is typical of the results we have found in our icafes so far.