

## BASE SURVEY

This is the survey for **Betonn**. If your role was Alphexo, please go back to and go to the Alphexo survey.

1. Your email address:

2. Your First name:

3. Your Last name:

4. Your MIT ID:

5. Team number:

6. Name(s) of your negotiation counterpart(s):

Counterpart(s)

7. Your assigned role:

8. Venture leadership:

- Ralph  
 Beth

9. Value of venture leadership decision to Joint Venture:  
(Entry format: enter 5.0 for \$5 million)

\$  million

10. Location of facilities:

- Alphexo
- Betonn

11. Did you negotiate a Facilities Charge?

- Yes
- No

12. If so, how much was this charge?  
(Example Entry: enter \$1,000,000 as 1.0)

\$  million

13. To whom was the Facilities Charge paid?

- Alphexo
- Betonn (you)

14. What were Alphexo's sales restrictions:

No restrictions  
 6 months  
 12 months  
 18 months  
 24 months

15. What were your (Betonn's) sales restrictions:

No restrictions  
 6 months  
 12 months  
 18 months  
 24 months

16. Enter Joint Venture (J.V.) SALES given months of sales restrictions by you and by Alphexo from the table in your case.

(Example Entry: enter \$1,000,000 as 1.0)

\$  million

17. Total J.V. PROFITABILITY (Sales + Venture leadership gain - Facilities charge):

(Example Entry: enter \$1,000,000 as 1.0)

\$  million

18. What was your share of J.V. profits?

(Enter as a FRACTION. Example: enter 0.4 if you obtained 40% of the profits.)

J.V. Share

19. What was your SHARE OF J.V. PROFITS in millions of dollars?

(Example Entry: enter \$1,000,000 as 1.0)

\$  million

20. Your NET SALES given AGREED UPON SALES RESTRICTIONS:  
(Example Entry: enter \$1,000,000 as 1.0)  
\$  million
21. Did you get the exclusive residual IP rights?  
 Yes  
 No
22. If YES, value of the EXCLUSIVE RESIDUAL IP RIGHTS to you:  
(Example Entry: enter \$1,000,000 as 1.0)  
\$  million
23. If you are the recipient of the FACILITIES CHARGE, please re-enter the amount of the facilities charge here (otherwise, enter 0):  
(Example Entry: enter \$1,000,000 as 1.0)  
\$  million
24. If the J.V. facilities are located at your site (i.e., Betonn), enter the cost incurred by eliminating current activities in the space used by the J.V. facilities. If the facilities are located at Alphexo, enter 0:  
(Example Entry: enter \$1,000,000 as 1.0)  
\$  million
25. VALUE OF THE DEAL TO YOU BEFORE INVESTMENT COSTS (This is the sum of your answers to 19, 20 , 22 and 23 minus 24) in millions of dollars:  
(Example Entry: 1.0 for \$1,000,000)  
Sum in \$  Millions
26. What FRACTION of the total \$30 million investment cost did you bear:  
(Example Entry: enter .40 if you are bearing 40% of the total investment, i.e. \$12 million excluding corporate borrowing charges)  
\$  million
27. What is your EFFECTIVE INVESTMENT COST in millions of dollars (investment cost \* corporate borrowing charge):  
(Example Entry: enter \$1,000,000 as 1.0)  
\$  million
28. TOTAL VALUE OF THE DEAL FOR YOU (answer to 25 - answer to 27):  
(Example Entry: enter \$1,000,000 as 1.0)  
\$  million

MIT OpenCourseWare  
<http://ocw.mit.edu>

15.067 Competitive Decision-Making and Negotiation  
Spring 2011

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.