Return on Inspiration Calculator

Experience investment	Sxxx	A
Gross revenue	Sxxx	B
Cost of creating the experience	Sxxx	C
Depth of emotion realized	Invaluable	D
Impact on behavior	Invaluable	E (if using)
Brand loyalty quotient	Invaluable	F (if using)
How did it taste? What did it look like? Did it smell good/feel good/sound good?	Invaluable	G
ROI	Incalculable	