

Peyton

- Describe Market Strategy
 - **Cost effective marketing is key (Ex. All children ages 6-10 = tv ads on certain channels)**
- Name a strategy and why (Ex. Radio, newspaper, sponsorships, email lists, recommendations, etc.)
- Name cost, even if it's pennies or free, can start small early on and build on what will be allocated towards marketing as time goes by
- **Describe Previous Business Successes:** a resume with all relevant experience and training, **personal business ventures possibly or professional**
 - Do you understand business and what it takes to run one? (Ex. Experience running social media, coding, marketing, apps)
 - Can you manage people? (Ex. Leadership experience)
 - Do you understand money? (Ex. Money managed in another business or if you know someone on your team that can)
- **Applies to you or anyone on your team**

Julien

- **Business Description:** exact detail on how the app will operate
 - How services will be provided
 - Where things will be bought that are needed for its build (ex. Software platforms and other services)
 - Who are the customers and how will they pay?
 - Number of employees and responsibilities of each
 - Hours of operation
 - Location of business and how people will find it
- **Answer all possible questions about features, subscriptions, etc. (ex. Privacy issues)**
- **Analyze Competition:** current competitors and future
 - Their strength and weaknesses
- **Offer something that no one else can (what is that extra step that you'll be taking to stand out and remain on top?)**

Chris

- **Statement of Purpose:** product or service and why the world needs it, why does the world need it from you or why should you sell it
 - At least a paragraph long and explain why people will pay for it, how payment will be made (ex. App download, subscriptions, etc.)
- **Define Market:** describe customer base, use examples (journal articles, statistics, news, personal accounts)
 - Ex. Similar successful apps, demographic/marketing surveys, media reports, sports media announcers, personal backstories of potential users
 - Age demographics, location, sport, income, and education level, sex if necessary

****Build an example customer (ex. Under looked athlete, casual viewer, recruiter, etc.)**

Financial Projection:

Financial Projection

Define the Profit

- Outgoing Money
 - iOS Subscription
 - **Fixed \$99**
 - AWS Server
 - Deployment and Development: **Fixed \$4,000 to \$ 9,000 per platform**
 - Server subscription **\$70-\$340 a month**
 - App Development
 - iOS Development
 - **Fixed~~~\$82,800**

Max Cost Estimate: ~\$92,239

- **Incoming Money**
 - **\$5-\$10 Cost** per millie aka CPM
 - Register tournaments via Mouthpiece
 - **Global \$1000, State \$500, City \$250, Section \$125**, Smaller Custom Price
 - Yearly Team **subscription \$5**
 - Sponsored content between 20 cents and \$2 per click (CPC)

Estimated Revenue Assuming :

Out of **500,000 Users**

Duration: **Spend 60 minutes daily**

Tournaments: **150 Tournaments in a month 25 Global , 37 State, 38 City, and 50 Sections.**

Teams Registered in a month: **10,000** teams registered.

Revenue:

Impressions: + \$25,000

Tournaments: + \$59,250

Teams registered: +\$50,000

Total Ad Compensation: \$5,220,000

Total Cost Estimate: \$5,354,250 a month

1. How big is your app?

Base Days

| | |
|--|----|
| <input type="radio"/> Small | 10 |
| <input type="radio"/> Medium | 30 |
| <input checked="" type="radio"/> Large | 50 |

* Number of developer days for the app core

2. What level of UI would you like?

Percentage

| | |
|---|----|
| <input type="radio"/> MVP | 30 |
| <input type="radio"/> Basic | 50 |
| <input checked="" type="radio"/> Polished | 70 |

* UX/UI design required as a percentage of base app days

| 3. Users & Accounts | Days |
|--|------|
| <input type="checkbox"/> Email / Password Sign Up | 1 |
| <input type="checkbox"/> Facebook Sign Up | 2 |
| <input type="checkbox"/> Twitter Sign Up | 2 |
| <input checked="" type="checkbox"/> Google Sign Up | 2 |
| <input type="checkbox"/> LinkedIn Sign Up | 2 |
| <input type="checkbox"/> Github Sign Up | 2 |
| | |
| 4. User Generated Content | Days |
| <input checked="" type="checkbox"/> Activity Feed | 4 |
| <input checked="" type="checkbox"/> Media Uploading | 4 |
| <input checked="" type="checkbox"/> User Profiles | 2 |
| <input checked="" type="checkbox"/> Tags | 2 |
| <input checked="" type="checkbox"/> Ratings or reviews | 5 |
| <input checked="" type="checkbox"/> Media Manipulation | 7 |
| <input checked="" type="checkbox"/> Searching | 3 |

| 5. Mobile specific features | Days |
|---|------|
| <input checked="" type="checkbox"/> App Icon Design | 7 |
| <input type="checkbox"/> Cloud Syncing | 5 |
| <input type="checkbox"/> Device Sensor Data | 5 |
| <input checked="" type="checkbox"/> Barcodes or QR Codes | 2 |
| <input type="checkbox"/> Health Data | 4 |
| <input type="checkbox"/> Apple Watch | 7 |
| 6. Dates & Locations | Days |
| <input checked="" type="checkbox"/> Calendaring | 6 |
| <input checked="" type="checkbox"/> Display of Map data / Geolocation | 3 |
| <input checked="" type="checkbox"/> Display of custom map markers/regions | 3 |
| <input checked="" type="checkbox"/> Bookings | 5 |
| 7. Social & Engagement | Days |
| <input checked="" type="checkbox"/> Messaging | 5 |
| <input checked="" type="checkbox"/> Forums or commenting | 5 |
| <input checked="" type="checkbox"/> Social Sharing | 1 |
| <input type="checkbox"/> Push to Facebook Open Graph | 3 |
| <input checked="" type="checkbox"/> Push Notifications | 3 |
| 8. Billing & eCommerce | Days |
| <input type="checkbox"/> Shopping Cart | 5 |
| <input checked="" type="checkbox"/> In-App Purchasing | 5 |
| <input checked="" type="checkbox"/> Payment Information Collection | 3 |
| <input checked="" type="checkbox"/> Payment processing | 5 |

| | | |
|--|--|--------|
| 9. Admin, Feedback & Analytics | | Days |
| <input type="checkbox"/> Intercom | | 3 |
| <input checked="" type="checkbox"/> Usage Analytics | | 3 |
| <input checked="" type="checkbox"/> Crash Reporting | | 1 |
| <input checked="" type="checkbox"/> Multilingual Support | | 4 |
| 10. External APIs and Integrations | | Days |
| <input type="checkbox"/> Connect to one or more third party services | | 3 |
| <input checked="" type="checkbox"/> SMS Messaging | | 4 |
| <input type="checkbox"/> Phone Number Masking | | 4 |
| 11. Security | | Days |
| <input checked="" type="checkbox"/> Two Factor Authentication | | 5 |
| 12. App Specific Development | | Days |
| <input type="checkbox"/> App Specific Development | | 0 |
| <input type="checkbox"/> Project Manager | | 184 |
| Design Day Rate | | \$ 450 |
| Developer Day Rate | | \$ 450 |

iOS App

35 Designer Days (7 Weeks)

149 Developer Days (29.8 Weeks)

\$82,800