

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