**Beet Seed**

Waterfall model ;

Pros ;

* It has a clear structure
* Determines the final goal at early stage
* Clear information transfer in each step

Cons;

* It is not easy to make changes
* Very less involvement of customers
* Testing stage occurs very late

Incremental model

Pros;

* Lower initial costs
* More flexible and less costly to change scope and requirements
* Easier to test and debug during small iteration

Cons

* Total cost is higher than waterfall
* Needs good planning and design
* Problems may occur during integration between iterations

Iterative model

Pros;

* Defects are detected and fixed at early stage
* Easy to measure the progress
* An operation product is delivered in every iteration

Cons;

* Requires more resources
* It may need more intensive project management

Agile Model

Pros ;

* Flexibility
* Less defective products
* Immediate feedback
* collaborative

Cons ;

* Less of documentation
* Short term planning
* No clarity on time frame and budget

**Beet Sprout**

Agile manifesto was created due to the need of an alternative way for documentation driven software development process.The idea was ; Instead of excessive planning and documentation, the companies should focus on working software to provide higher customer satisfaction. Agile helps with adaptation to changes immediately and delivery them to customers on time. However it is not always easy to communicate the need for change to the teams. Also lack of management support and lack of team ownership might be other challenges in Agile approach.

**Might Beet**

I think the most proper approach for a startup planning to launch a mobile application would be Agile. Because the main focus of Agile is creating a working software rather than dealing with documentation. So from a startup company perspective ; i think delivering a product as soon as possible to the market/customer would be important to start getting some financial benefits. Additionally, the agile methodology is open to changes so while developing a mobile app you might need to make many changes until the completion of the product.