**Price:**

The price of applications today varies based on the depth of the application itself as well as popularity in the market. Popular apps such as Minecraft are heavily monetised because of increased daily traffic and overall quality.

The initial release of the application will initially be free with standard advertisements. The premium version will begin at approximately 99 cents, upwards to €4.99, preferably with no advertisements. We have the option to price the application based on our competition which there is none of.

We are releasing the application free to get it in the hands of the consumers before adding layers of complexity to the overall layout and the pricing and monetisation will be visited again. Details of all costs ingoing and outgoing are detailed further in Section 7.

**Place:**

The selling of our application will be done solely through the Google Play Store. The play store itself is the number one platform in the world to get our application into the hands of the people who matter most, the consumers. The initialisation of our promotion drive with Google itself will be dealt with by our Sales and Marketing Director who will get us the best quality deal, overall.

Our product will be developed over the three month allocated period by our team of highly skilled developers. We have an office space rented for the time period with all the equipment we need to meet any or all of our target deadlines.

**Promotion:**

We plan to have a launch day/event to get awareness of our product out there by inviting media and industry professionals to come try and test our product out. Our promotional manager will have a social media campaign under way as well as up to date information and teasers on our website to ramp up interest and anticipation.

We plan to have everything in order to maximise the awareness of our application and put the “Audio Acoustic Assistant™ “where it belongs.