

Subject: App Development Options for Simply Streaming

I hope this memo finds you well. As we discuss the development of Simply Streaming, I have outlined three options for the app's development, each catering to different levels of functionality, timelines, and associated costs. Please review the details below:

1. **Prototype Build (Estimated Cost: \$16,000 - \$18,000, 6 months to 1 year development max):**

- **Overview:** This option involves creating a basic prototype that showcases the core functionality of Simply Streaming. Establishing a basic prototype to exhibit core functionalities, allowing users to create profiles, import watch lists, and apply basic filters.
- **Features:**
 - Basic User Profile for watch lists
 - Basic Filtering (Genre, Type, Must/Could Have, Year Range)
 - Database with test data
 - Exporting lists as a file for sharing
 - Content Pages (Name, Plot Summary, Cost)
- **Cloud Services:** Basic cloud services for storage and user data or server is a cost to account for. With cloud services it will be a subscription but I believe I could set up a free google server, but it will not be the fastest. Other option is to locally host form your personal machine.
- **General Design Implementation:** Simple and clean interface focusing on core features.

2. **Functional Static Partial Build (Estimated Cost: \$40,000 - \$ 60,000, 1 to 1.5 years max to complete):**

- **Overview:** This option involves a more comprehensive development, including static content and improved filtering options. It aims for a more polished and user-friendly experience.
- **Features (In addition to Prototype):**
 - Static Content (Ratings, Cast)
 - Advanced Filtering (List Comparison)
 - Advanced Filtering (Priority, Cost by advertised service subscription, Rating)
 - Server-based Database Population
 - In-App Sharing and Profile List Saving
 - User Data Hiding
- **Cloud Services:** Enhanced cloud services for better performance 30\$ a month but can still use home machine if storage is enough.
- **General Design Implementation:** Improved interface with static content and advanced filtering options.

3. **Functional Dynamic Partial Build (Estimated Cost: \$80,000 - \$100,000, 2 years max to develop):**

- **Overview:** This option includes dynamic content and advanced features. It offers a more immersive experience with real-time updates, dynamic filters, and improved user interactivity.
- **Features (In addition to Functional Static Partial Build):**
 - API Program Data Population
 - Advanced Dynamic Filtering
 - Official Trailers
 - Streaming Service Links
 - Secure Login and Data Handling
 - User Profile-Based Notifications
 - Family Branches for Native List Sharing

- **Cloud Services:** Robust cloud infrastructure for dynamic content and real-time updates will be needed and a monthly cost.
- **General Design Implementation:** Modern and dynamic interface with real-time content updates.

Additionally, for a more enterprise-level solution, there's an option. This will take us both the most work and is not feasible without company backing. (I would start with Apple TV):

4. **Dynamic Build with Company Agreements and Provided Database Support (Estimated Cost: \$120,000 - \$150,000, 3 years max to develop):**

- **Overview:** This option is tailored for a more extensive, enterprise-level solution with company agreements, dedicated database support, and scalability.
- **Features (In addition to Functional Dynamic Partial Build):**
 - Company Agreements
 - Dedicated Database Support
 - Integration with Streaming Providers
 - Scalability
- **Cloud Services:** Dedicated server hosting with a scalable database.
- **General Design Implementation:** Customizable interface with advanced features and scalability.

Additional Compensation Option: If, upon completion, you find the product satisfactory and valuable, we offer the flexibility to choose additional compensation. You may opt to pay towards the upper range of the estimated cost and/or provide equity in the app as a percentage of income generated. This flexibility allows us to balance development costs effectively and aligns your investment with the success of Simply Streaming.

Please review these options and let us know your preferred direction. We are committed to delivering a solution that aligns with your vision for Simply Streaming.

Please note we will need for any dynamic solution I will need api access. I found two solutions.

1) <https://www.justwatch.com/us/JustWatch-Streaming-API> is used by google when you search for where a show is streaming.

2) <https://data.reelgood.com/> claims partnerships with large firms.

My recommendation is start with the prototype and if you like my work we can scale up to other options. (See: <https://www.couchbase.com/blog/app-development-costs/> as an example of fair market costs)

Best regards,
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