

TOP DECK

- Deployment Plan -
Memory Leaks

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Deploying Top Deck

The costs for developing and deploying an iOS game such as Top Deck vary greatly depending on the store it is deployed to as well as the amount of work required for its creation. Once the application is present in either Apple's "App Store" or Google's "Play Store", marketing becomes a big concern. In order for Top Deck to remain relevant, strong marketing plans are required. Additionally, legal fees for deployment must be considered.

Calculated Cost to Develop an App from the Ground

Price estimator websites tend to vary in estimated pricings. Determining the cost of app development is done by taking complexity as well as features used into account.

The cost of creating an app with moderate complexity and minimal features such as Top Deck is estimated at \$22,300. This cost is determined by features such as creating and using a custom app icon, clean app design, and developing for iOS. Some features not used by Top Deck which would add additional costs include using a web API, using a rating system (app analytics), charging for the app, databases for user profiles for logging in, and security.¹

To calculate the cost of development, an additional estimate calculation was used--averaging the two estimates. "Candy Crush" and other freemium type games that employ 2D graphics and possess limited functionality are evaluated using this metric--to create estimates.









Top Deck is categorized as a 2-D graphics game with limited functionality, the second estimate of this game type is \$50,000--used for the averaged estimate.

Total Estimated Cost: \$36,150

Your app estimate

\$22,300

[Hide Breakdown](#)

-  Do you need an app icon?
Yes, I need an app icon [\(Change\)](#)
-  How nice should your app look?
Beautiful [\(Change\)](#)
-  Does your app need to connect with your website?
No [\(Change\)](#)
-  Do people rate or review things?
No [\(Change\)](#)
-  How will you make money from your app?
Free [\(Change\)](#)
-  Do people create personal profiles?
No [\(Change\)](#)
-  Do people have to login?
No [\(Change\)](#)
-  What type of app are you building?
Apple iOS [\(Change\)](#)

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Retrieved From:
<http://howmuchtomakeanapp.com>

Cost to get to on the App Store

The cost to get a product on the app store varies based on the platform used. Although the licenses and fees are initially more affordable on android, Top Deck will use the iOS app store as it was initially developed for iOS mobile devices. For porting to Android in the future, the following information includes the costs of deploying to both stores.

iOS

- Apple \$99/year for single developer
\$299/year for company
- Mac required (\$1,000)
- 8 day review period

Android

- Android one time \$25
- <day review period

An Apple developer account is required to deploy an app on Apple's App Store. Apple's developer accounts include independent, organization, and enterprise. Top Deck will require the standard \$99/year account which includes:

- 70% of sales revenue for your app
- Apple handles payment
- No hosting fees
- Access to frameworks such as game center, apple pay, and many other apple technologies
- An Apple Development ID to distribute product outside the app store

	Sign in with Apple ID	Individual	Organization	Enterprise Program
Xcode Developer Tools	•	•	•	•
Xcode Beta Releases	•	•	•	•
Developer Forums	•	•	•	•
Bug Reporter	•	•	•	•
Test on Device	•	•	•	•
Beta OS Releases		•	•	•
Advanced App Capabilities		•	•	•
App Store Distribution		•	•	
In-house App Distribution				•
Safari Extensions		•	•	
Developer ID		•	•	•
Technical Support Incidents		•	•	•
Team Management			•	•
TestFlight Beta Testing		•	•	
App Analytics		•	•	
Cost	Free	99 USD*	99 USD*	299 USD**
Requirement	13+	18+	DUNS Number	DUNS Number

Retrieved From:
<https://developer.apple.com/support/comparison-memberships/>

The \$299/year developer account option is designed for companies. This account allows companies to create apps that are to be used in house, emphasizing security and ease of use. This is not the intention of Top Deck is developed for public use. \$99 will be used for cost of deployment. This is the bare minimum cost required for deployment--in addition to a Mac.

A Mac is required to deploy an iOS app. This is specified in Apple's certification process under their terms of service. The most affordable Mac is currently \$999¹².

Total Estimated Cost: \$99 + \$999.

Getting to Market

After product development and the developer account's acquisition, Top Deck is required to provide Apple with appropriate tax and banking information to be used for the app's payments and earnings.

The team will review and sign the appropriate contracts provided by Apple. Once completed, set up available users in the iTunes Connect service. This allows the team to decide and assign roles. Top Deck must decide who is responsible of having the Admin role and who is pledged on having the Legal role.



TestFlight App

Retrieved From:
<https://developer.apple.com/testflight/>

Top Deck will then be submitted to Apple for revision. Apple checks that the application does not break any of their terms of service and, if so, will allow for the uploading of the app. However, before uploading, an Apple application called *Testflight* can be utilized to send a test version to up to 10,000 users. With the feedback given by the different testers, the app can then be updated and finally published by uploading it to iTunes Connect. Once uploaded, Top Deck can be accessed from Apple's App Store.



Retrieved from

<https://9to5mac.com/2014/02/21/apple-acquires-beta-testing-platform-testflight-through-burstly-purchase/>

Marketing

Promoting an app is a necessity as companies battle to stay relevant. Marketing costs are depended on the type of app and the desired user base. Depending on the location of deployment, costs vary greatly. This is due to different demographics of users in every country's

App Store. The more people marketing reaches the more expensive it becomes. Costs per country can be categorized as as follows⁸:

- U.S.A
 - Top 25 : \$200,000
- Canada
 - Top 25 : \$15,000
 - Top 10 : \$35,000
 - Top 5 : \$90,000
- Brazil
 - Top 25 : \$35,000
 - Top 10 : \$80,000
- Thailand
 - Top 25 : \$10,000
 - Top 10 : \$20,000
 - Top 5 : \$45,000
- France
 - Top 25 : \$30,000
 - Top 10 : \$80,000
- U.K.
 - Top 25 : \$45,000
- Germany
 - Top 25 : \$65,000
 - Top 10 : \$85,000
 - Top 5 : \$110,000
- South Korea
 - Top 25 : \$7,000



Retrieved From:

<http://www.mobyaffiliates.com/blog/how-much-does-it-really-cost-to-promote-your-app/>

Top Deck will primarily be marketed for the United States App Store and would therefore add a cost of \$200,000 if attempting to market for a top 25 position.

Resources

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