Title Page

Costs:

* Paying developers – For the first year, at the very least, the developers can expect mostly to just get by. So, developers should be paid enough so that they can pay for living expenses such as rent, utilities, travel expenses, etc. A reasonable low-end estimate for Lawrence would be $300-400 a month per person for rent, $100-150 per person for utilities, $150-200 per person for food, and around $30-50 a month per person for regular travel expenses, excluding regular car maintenance. Overall, the estimate would be $580-800 for the developers to just get by.
* Server maintenance – There are three options for website hosting, the first of which is building a server to host the website and all information it needs to store. Should the website see enough traffic, a dedicated server will be needed. Otherwise, the website likely can be hosted on a cheap computer that is hidden away, or hosted using a web host. Until the website becomes popular, web hosting is also a viable option, and costs between $5-10 a month.
* Domain fees – Purchasing a maintaining a domain names costs $10-15 a year.

|  |  |  |
| --- | --- | --- |
| **Monthly Costs to Maintain Product** | | |
| **Column1** | **Low-end ($)** | **High-end ($)** |
| Paying developers (x3) | 580 | 800 |
| Web Hosting | 5 | 10 |
| Total: | 1745 | 2410 |
| **Annual Costs** | | |
| **Column1** | **Low-end ($)** | **High-end ($)** |
| Domain name fees | 10 | 15 |
| Total: | 10 | 15 |
| **One time fees** | | |
| **Column1** | **Low-end ($)** | **High-end ($)** |
| Chrome developer fee | 5 | 5 |
| Total: | 5 | 5 |

* Google fees – Google requires a $5 upfront fee to public an extension on the Chrome store. If the extension is monetizes in any way, such as through in-app purchases or an upfront cost, Google takes 5%.

Revenue

Ads

Displaying ads on the webpage could be a potential source of revenue. However, these will take up valuable screen space that could be used to display valuable information to the user. Also, Twitch offers a relatively add free experience to begin with. Normally, ads are only played upon entering a channel or when a Twitch partner runs a commercial. Displaying ads on something that is normally ad free will likely turn away potential users.

Donations and/or Crowdfunding

A common way for users to support developers is for the developer to setup some way for users to donate to them. Popular examples of crowdfunding are websites such as Patreon and Kickstarter, even just a direct Paypal transfer. Setting up a simple “donation” button would allow the developers to pursue features as time allows. Using crowdfunding as a way to generate support would allow the developers to pursue goals for features. However, crowdfunding only works if enough people are interested in a product, so currently that means that there would have to be enough people willing to pay for or support some sort of Twitch randomizer, which is highly unlikely as the typical Twitch user browses specific games or follows one particular streamer. In order to pursue crowd funding as a viable source of revenue, more features would need to be added to the product to entice Twitch viewers to use it. So, a stream randomizer would need to be one feature of the product. The overall product would need to provide some sort of viewing experience enhancement.

Charging for the extension on the Chrome Store

Chrome extensions can be monetized on the Chrome store, will Google taking 5% of any sales. Having just one extension available at a cost may not be the best idea, though. A popular tactic for having any paid software is to have some sort of free version that behaves either as a demo or limited experience, with the unlimited experience being available as a one-time fee or subscription. To pursue monetizing the Chrome extension, more features would have to be added to the extension to justify a purchase price. Possible features would include some sort of Twitch account integration.