To: Mrs. Alexandra Bello

From: Joshuan Jimenez

Date: July 14, 2019

Subject: Cost for Upcoming Phase of Project

Hello Ms. Alexandra Bello,

I wanted to discuss the upcoming costs and what the funds will be used for. For this upcoming phase of the proposal, the only costs will be the salary of me and my partner, Randy Rivas. Here is a detailed list of expenses with costs for the upcoming phase:

|  |  |  |
| --- | --- | --- |
| Expenses | Cost | Time Frame |
| Software Engineer Salary (for Joshuan Jimenez) | $40,000 (Over Time Frame – approx. $6,150/month) | August 1st 2019 - February 16th 2020 |
| Software Developer Salary (for Randy Rivas) | $40,000 (Over Time Frame – approx. $6,150/month) | August 1st 2019 - February 16th 2020 |

As I have mentioned in the proposal, we are able to work on this project using the software and hardware we currently have. Therefore, the only expenses would be the salaries for me and my partner. The salaries are necessary as it will allow us to dedicate the time and energy needed into this project. My partner and I would like to propose being paid either weekly or bi-weekly, as we feel it would be best for both parties.

The funding for advertisement will not be needed as of now, due to advertising taking place in November during Phase 3. Funds for advertising during Phase 3 would be as detailed below:

|  |  |  |
| --- | --- | --- |
| Expenses | Cost | Time Frame |
| Social Media (Twitter, Instagram, Facebook) | $1,000 (Over Time Frame – approx. $333/month) | November 16th 2019 - February 16th 2020 |
| TV Advertisement | $1,000 (Over Time Frame – approx. $333/month) | November 16th 2019 - February 16th 2020 |

Funding for advertising will be needed as it will allow people to discover the application and download it once it is complete. Social media is used by most teenagers and adults, making it a viable choice to advertise the application. The same applies to television advertisement as well. With strong advertising during Phase 3, downloads for the application will be impacted positively.

These are all the costs for the project, but only salaries are of concern as of now. I would like to thank you for your time in reading this and if you have any questions or concerns about the costs, please contact me.

Sincerely,

Joshuan Jimenez