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media.

Adviser and Yelp, our product

depends on user feedback

that we have the rights to the data

provided by our users. We will need

## Cost Structure Revenue Streams Our cost structure would be first donation based to build up a strong Our primary revenue stream will be advertising from local businesses, market share. We would have revenue from investors. As our company including but not limited to retailers, restaurants, hotels, entertainment expands we would start introducing advertising and perhaps even data venues, and the like. We will likely have some type of monthly advertising selling of our customer base. The only conceivable costs are from paying fee for each advertiser based on the number of advertisements, staff, e.g. customer service, programmers, creative team, etc. With low placement of advertisement and time of advertisement. Additionally, we costs we can hopefully keep going until our revenue streams kick it. will create a tiered system where we value some advertisers more than others (i.e. platinum, gold, and silver levels). Our highest level advertisers will receive greater priority when it comes to their choice of timing and placement of advertisements. Outside of advertising, we will also allow customers to purchase items via our application (i.e. gift cards to local retailers and restaurants, etc.). We will workout a deal with sellers of the goods and retain a percentage of the profits from the goods. Comment Subscribe to receive email updates.

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