**Maintenance Plan**

**Expenses:**

Considering that what we have on our hands is a powered-up version of the classic game Flappy Bird, not only would it appeal to mobile gamers, it would also appeal to the average person due to its casual yet addictive nature with added oomph. Due to this, it’s very fair to say that our target platforms would be mobile platforms (both iOS and Android) and on the web on a website of its own.

Costs could be calculated based on the following: adding the game in app format to the app store and play store, procuring a domain and establishing a website, minor bug fixes necessary to integrate cross-platform accessibility of the game, salaries for employees, etc.

* App Store mounting charges: $99 annually
* Play Store mounting charges: $25 one-time charge
* Domain name charges: $14.99 annually on average
* Employee salary: $300 annually
  + This is taking into consideration an estimate of three developers working 10 hours a year each for just the maintenance of the game\*
* Cross-Platform integration: $150 one-time charge
  + This is taking into consideration an estimate of three developers working five hours each for cross platform integration getting paid a wage of $10/hr
* Marketing: $100 annually
  + We would market the app on platforms familiar to the target userbase, such as in the form of Instagram ads, etc.

\*the game Flappy Bird is self-sufficient in the sense that updates to the game are not necessary since the game is simple, robust, and perfect as it is. The only employee charges expected are for scheduled maintenance checks at intervals throughout the year, and to check for bugs due to updates with the platform the game is played in itself

**Income**

Considering the addition of ads to the game would be an integral part in the future of the game and in turn getting some cash back from our investment in the app. These might be in many forms (banners, alerts, etc.) that reveal themselves to the user of app after five rounds of the game or so

Another method of income from the game is to mount the app as a paid app and get people to pay a small amount (let $2.99 be an estimate) in order to procure the app. Assuming we get around 3650 buyers a year (10 users a day), we would end up making $10,913.50 each year just from the app version. And if the desktop version consists of subtle ads making a total of approximately $500 a year from ad revenue, we would get earn a profit of $11,413.50. Considering it being a form of self-employment, the total tax rate for a citizen or lawful permanent resident will be about 14.6%. So, putting everything together we get:

App Store charge: $99

Play Store charge: $25

Domain: $14.99

Employee Salary: $300

Cross Platform integration: $150

Marketing: $100

**Grand Total: $688.99**

The total estimated income would be:

App revenue: $2.99\*10\*365 = $10,913.50

Ad revenue: $500

**Total: $11,413.50**

Taxes: -14.6% = $1666.37

**Grand Total: $9747.13**

Subtracting the income from the maintenance expenses, our total profit would be:

$9747.13 - $688.99

**= $9058.14 of profits per year (approx.)**

**Due to the profit of about $9000 a year, the maintenance plan to keep the app up and running should be highly feasible, with a lot of capital leftover on the side for unexpected expenses.**