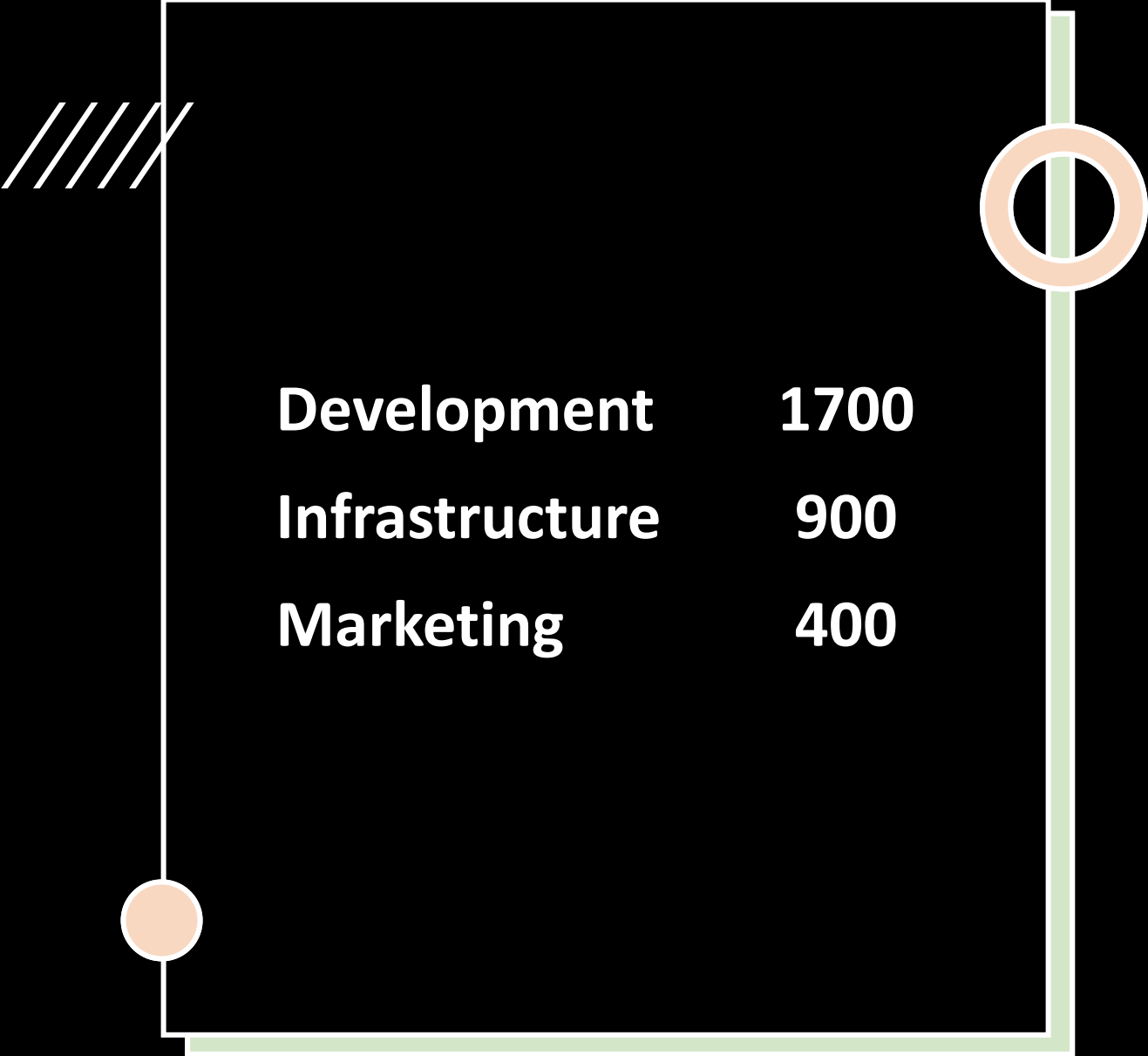




M5 - Project Budget Allocation

Dimitar Seraffimov, Martin Kapusta, Petko Mikov and Kaloyan Blagoev

Cost allocation



Development	1700
Infrastructure	900
Marketing	400



Development costs

Freelance Developers: £800

- Hiring freelance developers to help design the database model and other development tasks requiring additional expertise.

Professional Tester: £200

- Paying professionals to rigorously test the application and website to identify and fix bugs, exploits, and other issues to ensure a smooth user experience.

Animations: £400

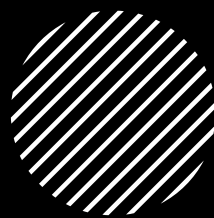
- Creating high-quality animations for the users to understand the correct way of performing specific exercises.

Custom Logo and Vectors: £300

- Designing unique and appealing logo and vectors for the website and marketing materials to establish a strong brand identity.



Infrastructure costs



Website: £200

- Domain registration, hosting services, and storage for the website.

Extra Storage for Application: £400

- Securing additional storage through AWS full packet to accommodate the growing needs of the application.

Third-Party Services Integration: £300

- Integrating payment processing, analytics tools, and other necessary third-party services to ensure seamless operations and user experience.



Marketing Costs

University Focus Groups: £300

- Organising in-person focus groups with students sharing their insights of the application and ideas of what to include and what they expect from an application like this.

Content Marketing: £100

- Creating blog posts, articles, and other content to engage and educate potential users about the app and its benefits.

