General terms

Gross Profit - Costs = Net Profit

OR

Revenue - Costs = Profitability

FOR Trader Apps Project

(Revenue = A All money from users purchasing App (the app price) \*

+

B Half money from in-app purchases ($5000/month) \*\*)

-

(Costs = C rights costs (app price x 10000) or 25000 for free apps

+

D marketing costs (1000/month)\*\*)

\*calculating app purchases will be based on installs or review count

\*\*calculating months will be based on projected app lifespan determined by ratings