App store costs:

[Google Play Store and Apple App Store fees, (+12 other stores) ?](https://appradar.com/blog/google-play-apple-app-store-fees)

Stripe costs:

[Pricing & Fees](https://stripe.com/au/pricing)

Mapbox costs:

[Pricing | Mapbox](https://www.mapbox.com/pricing)

Google ads CTR:

[What is CTR in Google AdSense and How to Improve it | Vodien](https://www.vodien.com/learn/ctr-in-google-adsense/#:~:text=Google%20Ads%27%20industry%20average%20CTR%20is%20around%203.17%25,a%20higher%20audience%20visit%20rate%20for%20your%20site.)

Google ads CPC:

[Selling Advertising Space - How Banner Ads Work | HowStuffWorks](https://computer.howstuffworks.com/banner-ad8.htm#:~:text=If%20you%20are%20getting%20paid%20per%20click%2C%20you,you%20might%20expect%20to%20receive%20%2450%20per%20month.)

Google calc:

[Google AdSense Calculator](https://www.omnicalculator.com/finance/google-adsense)