

How Much Does It Cost to Build an MVP?



1

WHY MVP (MINIMUM VIABLE PRODUCT)?

All at once

?

MVP



6 month → 1 year

(Approximate period)

Willing to conquer the world at once



1,5 month → 2 month

Enough to start

2

TEAM & TIME



All at once

- iOS 960 - 1920 h
- Android 960 - 1920 h
- UI/UX designer 320 - 480 h
- Backend developer 640 - 1920 h
- Project Manager 10%
- QA engineer 20%

Total Cost:

\$ 135 000 - 315 000

MVP

- iOS 160 - 240 h
- UI/UX designer 40 - 80 h
- Project Manager 10%
- QA engineer 20%

Total Cost:

up to \$ 15 000

3

START WITH MINIMUM INVESTMENT



Design

\$1 000 - 2 000



Development

\$10 000 - 12 000



Users' proof of concept

FREE

How Much Does It Cost to Develop a Mobile App?



1

WHAT IMPACTS THE COST OF THE MOBILE APP DEVELOPMENT?

Timeline



Development Team



Cost-increasing app elements



Post-production maintenance

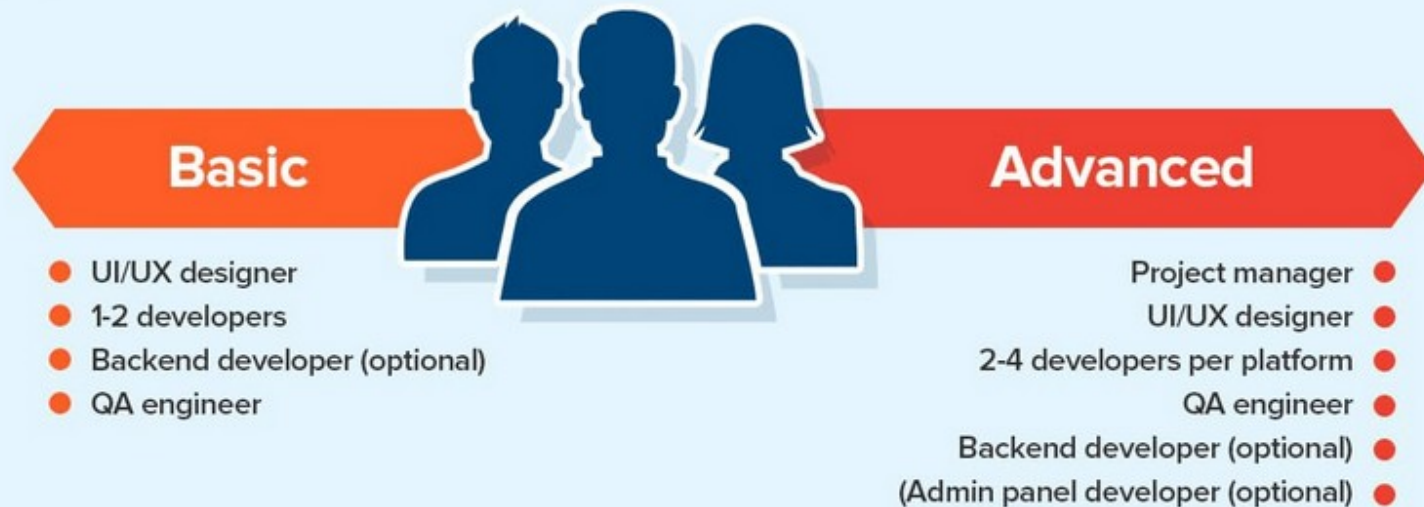


Timeline

Developing the app for iOS often can be 15-20% less costly than Android app. Moreover the priciest would be to order the cross platform app.



Development team



Cost-increasing application elements

THE INTRICACY OF THE PROJECT'S BUSINESS LOGIC



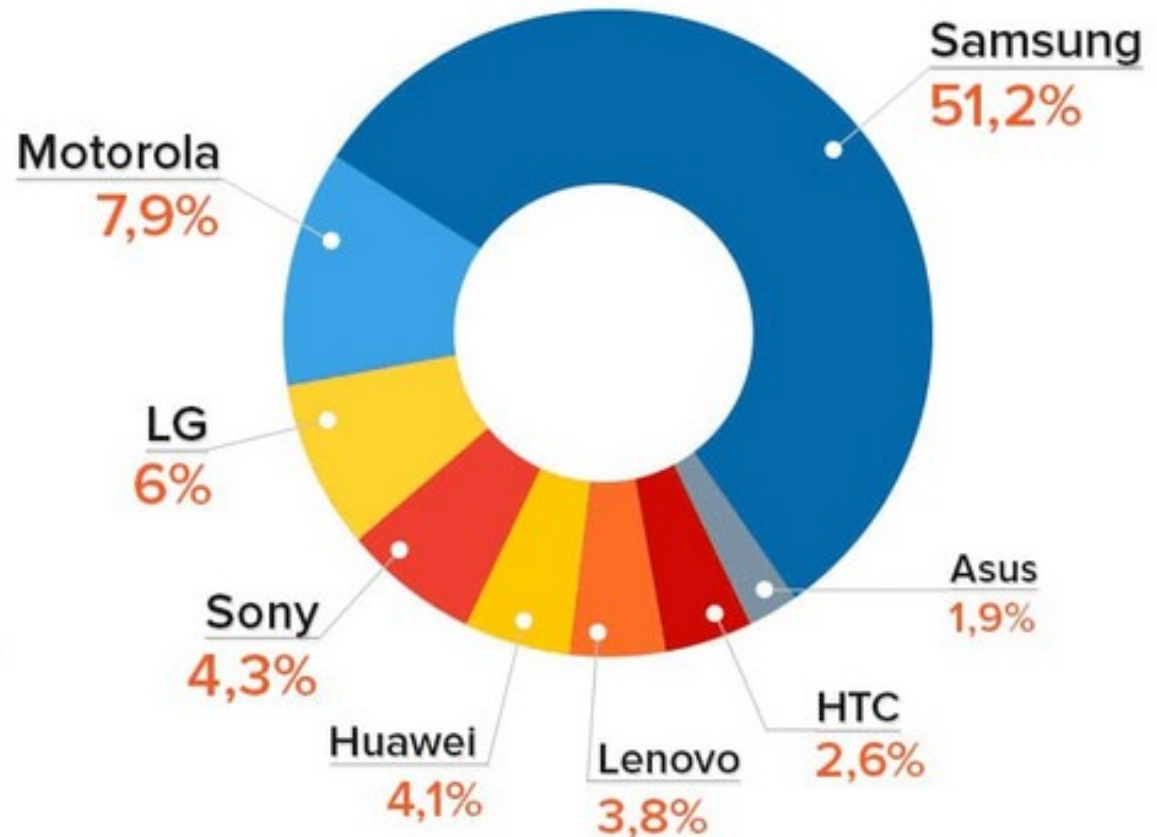
- ✓ Devices permission variations
- ✓ Orientation
- ✓ Custom icons and illustrations
- ✓ Pull to refresh
- ✓ Triggered animations

CUSTOM GRAPHIC ELEMENTS AND ANIMATIONS



USED PLATFORMS AMOUNT

The size of the market share for each
Android device manufacturer
(By Appbrain's data)



2

WHAT ARE THE APPLICATION DEVELOPMENT **HOURLY RATES** ACROSS THE GLOBE



3

HOW MUCH DOES IT COST TO MAKE A MOBILE APP?

Development Time for One platform

Simple Apps

Up to 2 month

- API Integration
- Basic UI UX
- Item list
- Simple search

Design – up to 80 hours

Development (mobile and backend / BaaS) -
Up to 500 hours

Middle Apps

2 - 5 month

- Tablets support
- Integration with payment systems
- Social integration
- Search by map

Design - up to 160 hours

Development (mobile and backend / BaaS) -
Up to 900 hours

Complex Apps

2 - 6 month

- Video&Audio Support
- Real-Time Synchronization & High Load
- Integration with third party services
- Several type of database relationships
- Custom animations

Design - up to 160 hours

Development (mobile and backend / BaaS) -
over 1000 hours

Cost of Popular Apps



Instagram

Hourly Rate **40\$**

2500 hours
\$80 000

- Edit photos & videos, custom-designed filters.
- Advanced creative tools
- Custom-built stabilization for video
- Instantly share photos and videos on Facebook, Twitter, Tumblr and other social nets
- Directly sending photo and video messages
- Handoff between devices



Facebook Messenger

Hourly Rate **40\$**

2000 hours
\$100 000

- Built-In camera for video streaming
- Image search shares pictures from the web
- Location sharing
- Quick audio notes sending
- Pinned group chats



Periscope

Hourly Rate **40\$**

1700 hours
\$150 000

- Live video streaming
- Group chats
- Photos and videos
- Previewing a camera roll photos and videos while streaming
- Recording voice messages

How Much Does It Cost to Build a Messaging App like WhatsApp?



1 TEAM

2010

- 1 UI/UX designer
- 1 - 2 QA engineer
- 1 Backend developer
- 2 Android developers
- 2 iOS developers
- 1 Project Manager



2016

- 1 UI/UX designer
- 2 QA engineer
- 2 - 3 Backend developer
- 3 - 4 Android developers
- 3 - 4 iOS developers
- 1 Project Manager



APP FEATURES

- | | |
|--------------------------------|---|
| ✓ Multifunctional Chat | ✓ Message search |
| ✓ Contact list | ✓ Delivery and reading confirmations |
| ✓ User Profile | ✓ PUSH- and in-app notification |
| ✓ Account Managment | ✓ Files upload/download |
| ✓ Server for messages | ✓ Friend adding/server catalogue search |
| ✓ Contact managment Offline | ✓ Media sending |
| ✓ Contact and location sharing | ✓ Voice calls/group voice calls |
| ✓ Encrypted messaging | ✓ Contacts/message marking |

3

TOTAL TIMELINE OF BUILDING AN APP

LIKE



WhatsApp

2010

2016

iOS

500 hours

Over 1500 hours

iOS design

150 hours

Up to 300 hours

Android

500 hours

Over 1500 hours

Android design

100 hours

Up to 150 hours

Backend development

550 hours

Over 1800 hours

QA

20% of total time

20% of total time

PM

10% of total time

10% of total time

How much does it cost to develop a messaging app like



From 47,000\$ at \$20/hour

2010

From 280,000\$ at \$40/hour

2016

- It should be noted that a big plus to messenger's maintenance is that it requires hiring only a minimum team. For example, one of the WhatsApp's chat app developers maintains on average about 20-21 million of active users.
- Thus, after the creation of the application support costs are reduced practically to zero, all the funds can be spent on the product expansion and promotion. This will allow you to focus on app improvement and collaboration with partners.

How to build a Dating App like tinder™



DEVELOPMENT TEAM

- ✓ UX/UI Designer
- ✓ iOS Developer
- ✓ Android Developer
- ✓ Backend Developer
- ✓ Project Manager
- ✓ QA Engineer





APP FEATURES WITH REGARD TO COMPLEXITY

Simple

- Login
- User Profile
- Profile search based upon common friends and common interests
- Swipe to Like/Dislike a Profile
- Similar Interests/Friend Count

Middle

Simple (+)

- Facebook Sign Up
- No. of likes on Moments shared
- Mutual Friends (fetched from Facebook)
- Set Discovery Parameters: Distance, Gender, Age
- Undo last disliked

High

Middle (+)

- Chat feature activates when both users likes each other
- Notifications: New Matches, Messages, Moment Likes
- Create Moment (clicked moment stays for 24 hours before expiring)
- Image Filters (Original, Glow, Chill&Coal), Text, Scribble (different colors)

3

THE TIME IT TAKES TO BUILD FOR 2 PLATFORMS



Simple

- Design up to 120 hours
- Development up to 6 months
- Project Manager 10%
- QA engineer 20%

Middle

- Design up to 160 hours
- Development up to 8 months
- Project Manager 10%
- QA engineer 20%

High

- Design up to 240 hours
- Development up to 12 months
- Project Manager 10%
- QA engineer 20%



THE COST IT NEEDS TO BUILD FOR 2 PLATFORMS



Simple

- Design up to \$3 000
- Development up to \$40 000
- Project Manager 10%
- QA engineer 20%

Total Cost: ~ \$56 000

Middle

- Design up to \$4 000
- Development up to \$55 000
- Project Manager 10%
- QA engineer 20%

Total Cost: ~ \$75 000

High

- Design up to \$6 000
- Development up to \$80 000
- Project Manager 10%
- QA engineer 20%

Total Cost: ~ \$105 000

How Much Does it Cost to Develop an App like UBER



DEVELOPMENT TEAM

- ✓ UX/UI Designer
- ✓ iOS Developer
- ✓ Android Developer
- ✓ Backend Developer
- ✓ Project Manager
- ✓ QA Engineer





APP FEATURES WITH REGARD TO COMPLEXITY

Simple

FOR PASSENGERS:

- Registration & Login
- Tracking, set location of pickup on the map or via Google Places
- Selecting cab type, price per km or min and minimal fare.

FOR DRIVERS:

- Registration and approving by admin
- Booking - accept or deny request

BOTH:

- Push notifications, SMS and email alerts
- Support service

Middle

Simple +

FOR PASSENGERS:

- Cost Calculator
- Ratings and Feedbacks
- Booking History

FOR DRIVERS:

- Updating status of clients
- Booking History with status of orders

BOTH:

- Login via Facebook account

High

Middle +

FOR PASSENGERS:

- Live Tracking
- Automatic Payment
- Adding multiple credit cards.

FOR PASSENGERS:

- Navigation with Google. Voice - driven destination instructions

BOTH

- Communication facility for drivers and passengers

3

THE TIME IT TAKES TO BUILD FOR 2 PLATFORMS



Simple

- Design up to 1 month
- Development up to 4 months
- Project Manager 10%
- QA engineer 20%
- Backend Developer up to 3 months

Middle

- Design up to 1 month
- Development up to 6 months
- Project Manager 10%
- QA engineer 20%
- Backend Developer up to 5 months

High

- Design up to 1 month
- Development up to 8 months
- Project Manager 10%
- QA engineer 20%
- Backend Developer up to 7 months



THE COST IT NEEDS TO BUILD FOR 2 PLATFORMS



Simple

- Design up to \$4 400
- Development up to \$40 000
- Project Manager 10%
- QA engineer 20%
- Backend Developer up to \$35 000

Total Cost: ~ \$105 000

Middle

- Design up to \$4 000
- Development up to \$50 000
- Project Manager 10%
- QA engineer 20%
- Backend Developer up to \$45 000

Total Cost: ~ \$130 000

High

- Design up to \$6 000
- Development up to \$60 000
- Project Manager 10%
- QA engineer 20%
- Backend Developer up to \$55 000

Total Cost: ~ \$160 000

How Much Does it Cost To Develop an App Like Periscope



1

GATHER A DEDICATED PROJECT TEAM

- ✓ 1 UX/UI Designer
- ✓ 2 iOS Developer
- ✓ 2 Backend Developer
- ✓ 2 QA Engineer
- ✓ 1 DevOps Engineer
- ✓ 1 Project Manager





DEFINE MAIN APP FEATURES



Live streaming



Map view



Real-time messaging



Animations



Replays



Downloading streams



Social login



Back winding

EXTRA FEATURES



Stream saving



Search Functionality

3

THINK ABOUT OTHER FEATURES YOU MAY IMPLEMENT



Choosing the quality of the video



Photo Gallery integration with Instagram, Flickr etc.



Google integrated Event Calendar

4

TOTAL TIMELINE OF BUILDING AN APP



Total Time

12 months >

How much does it cost?

from ~ \$470 000

Versions

α Version + **β Version**
release **release**



HearthStone -

- free-to-play online collectible card video game
- Published: 2014
- Developer: Blizzard
- Genre: Card Game
- Costs: ?

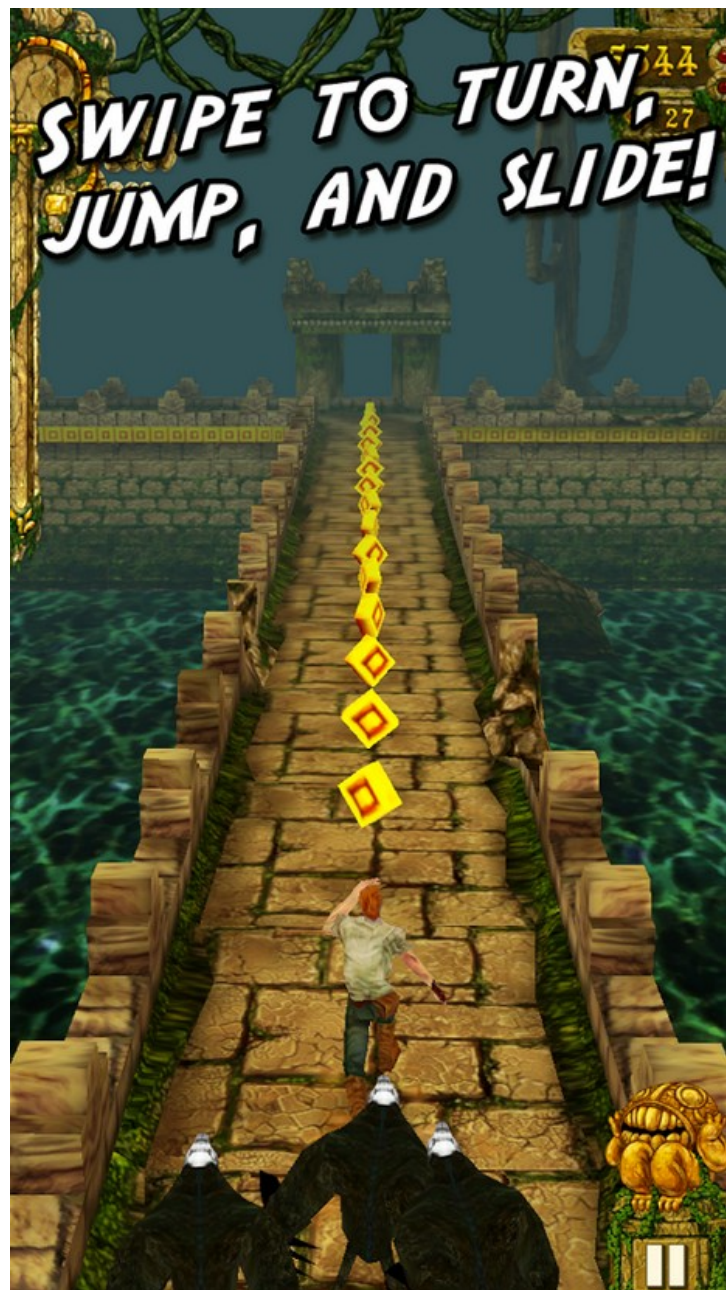




HearthStone -

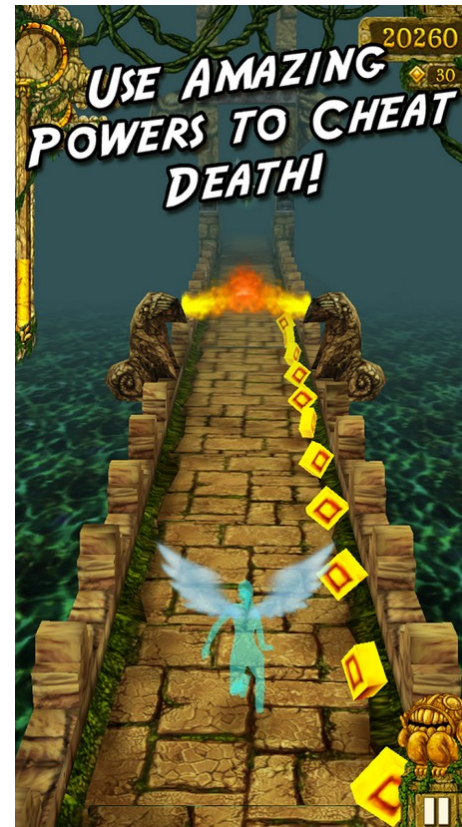
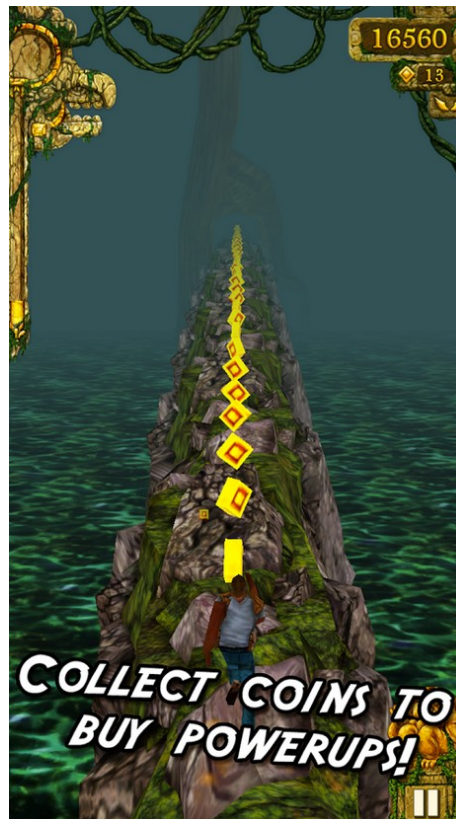
- free-to-play online collectible card video game
- Published: 2014
- Developer: Blizzard
- Genre: Card Game
- Costs: \$250,000+

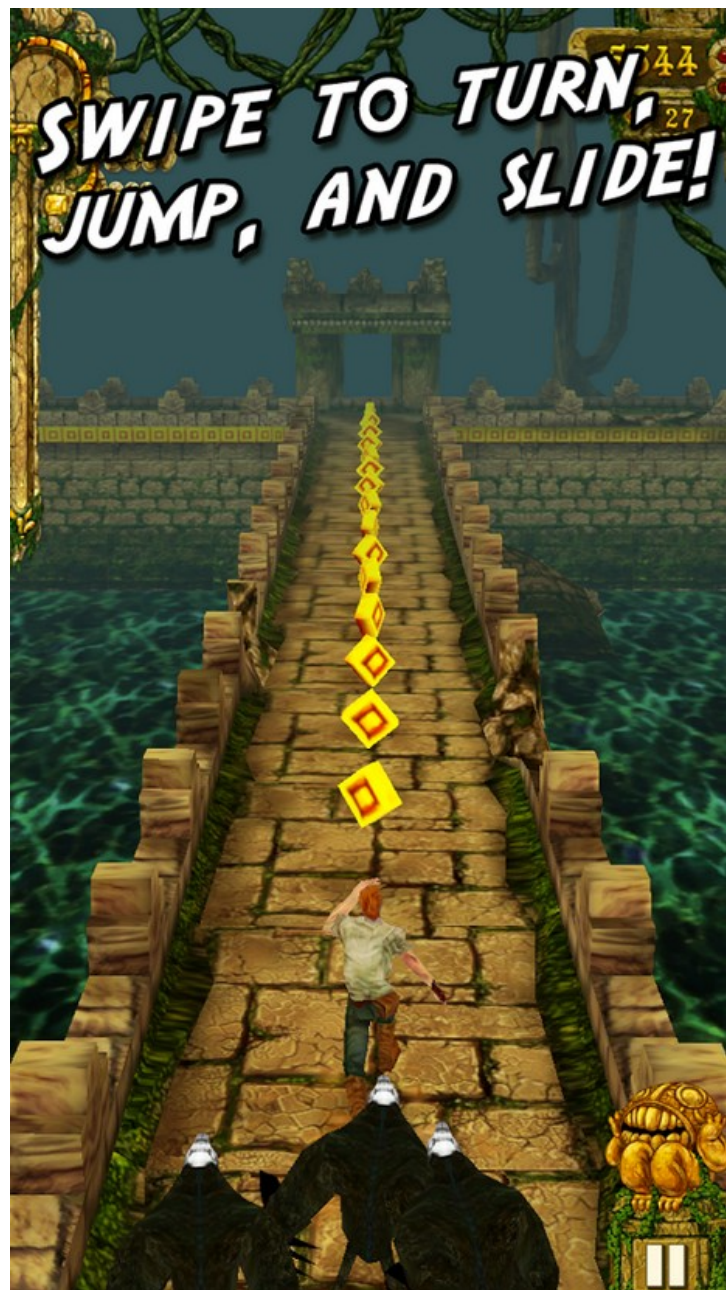




Temple Run

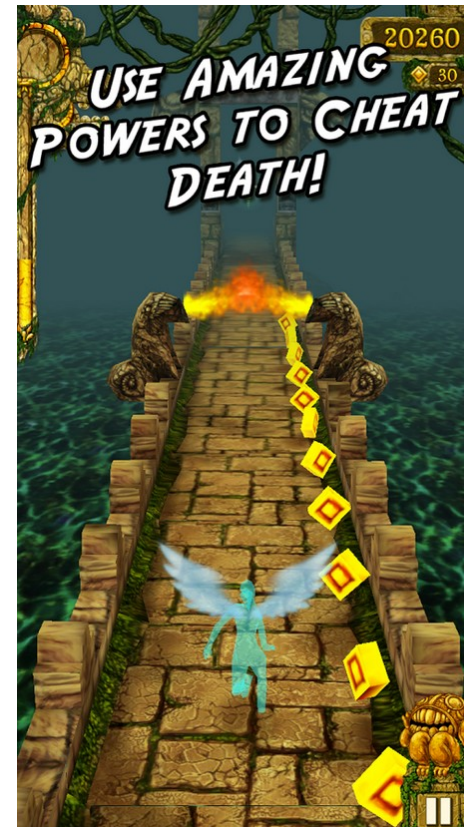
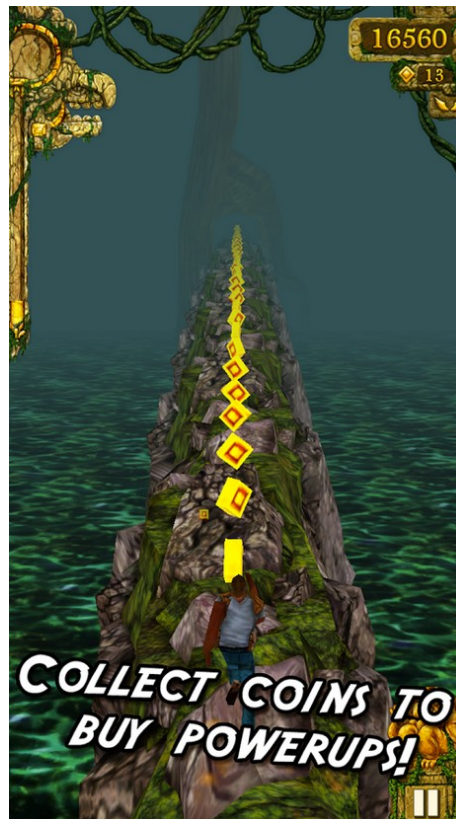
- Published: 2011
- Developer: Imangi Studios
- Genre: Endless Runner
- Costs: ?





Temple Run

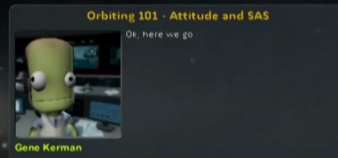
- Published: 2011
- Developer: Imani Studios
- Genre: Endless Runner
- Costs: from \$10,000 to \$250,000



Kerbal Space Program

- Published: 2011
- Developer: Squad
- Genre: Space flight simulator
- Costs: ?

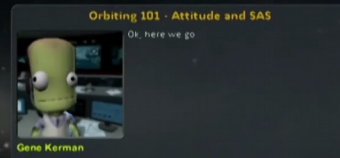
Extended tutorials,
reworked from the ground up!



Kerbal Space Program

- Published: 2011
- Developer: Squad
- Genre: Space flight simulator
- Costs: \$300,000+

Extended tutorials,
reworked from the ground up!



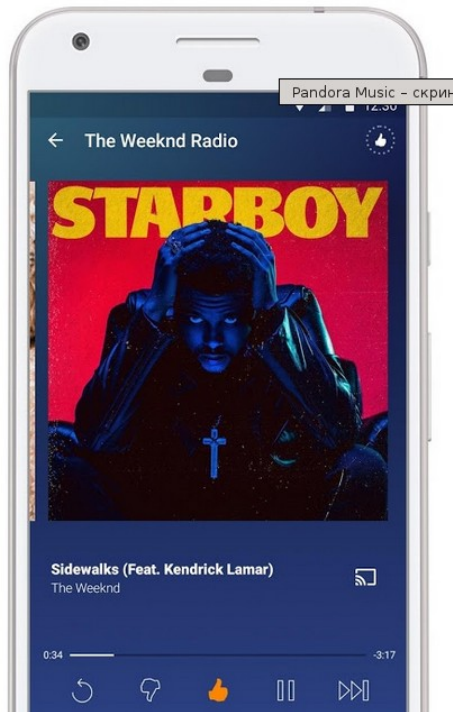
Pandora Radio

Founded in 2000 by Tim Westergren, currently, the company has an estimated capitalization at nearly \$4 billion, which is not surprising - at the time, Pandora was the first to offer a revolutionary approach that allowed the user to adjust the playlist to their liking.

Costs: ?

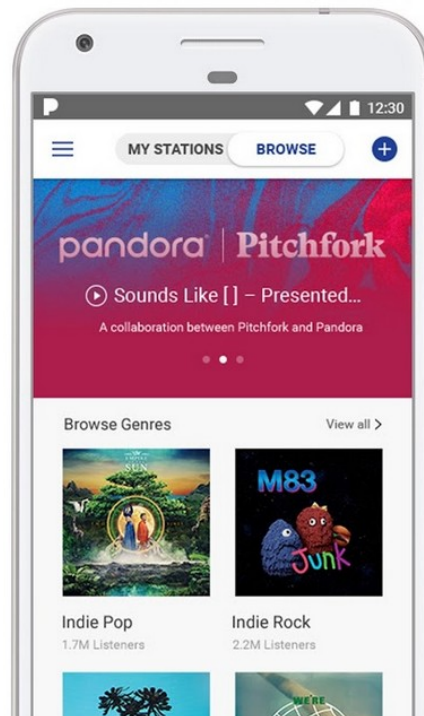
Listen

Free radio and music discovery made easy



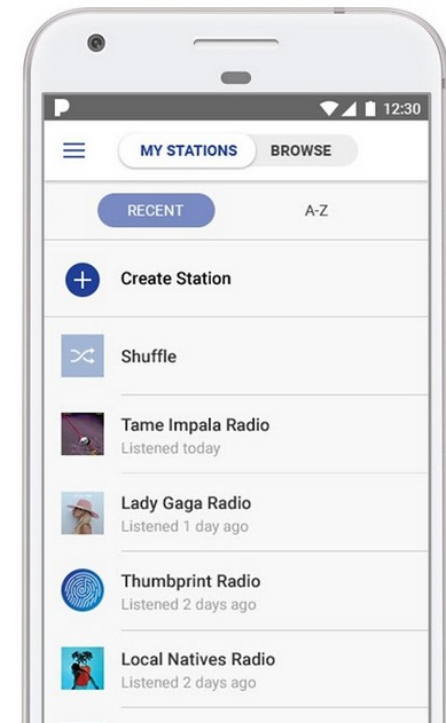
Discover

Find new music based on your favorites



Personalized

A music experience that continually evolves with your tastes



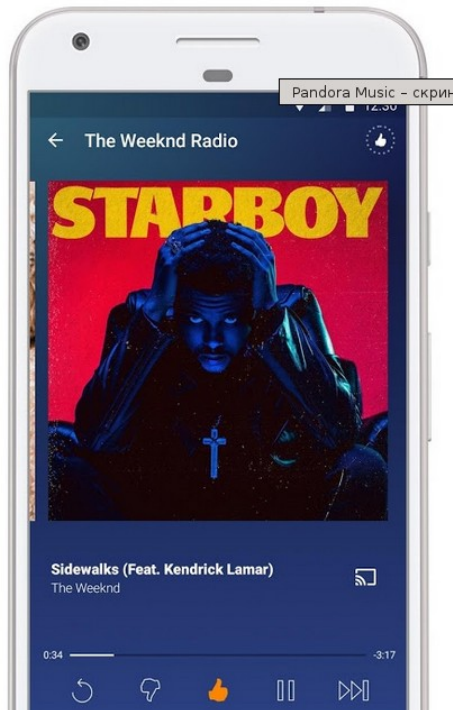
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Costs: around \$60,000+

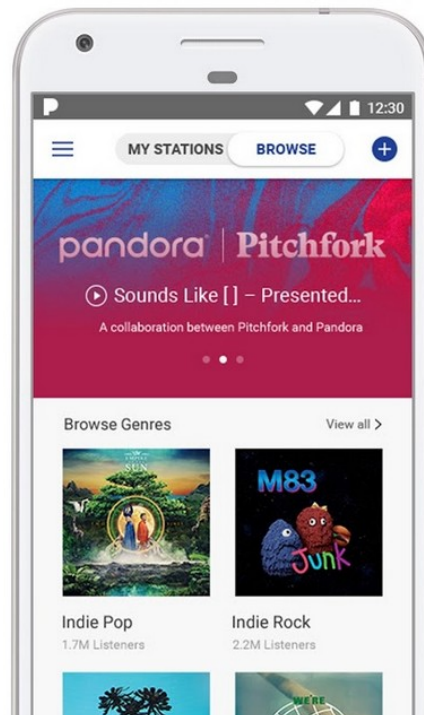
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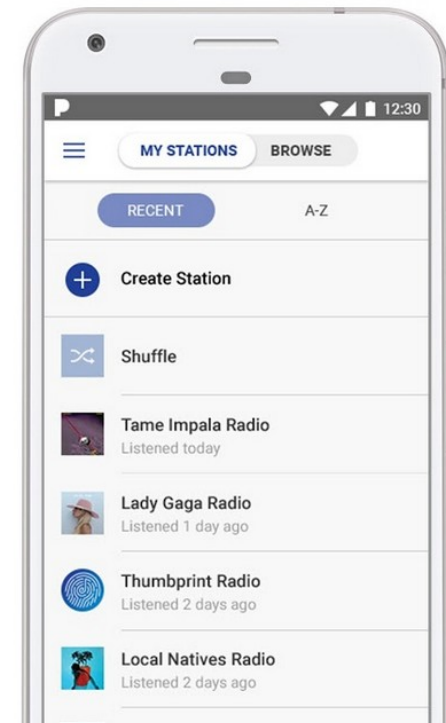
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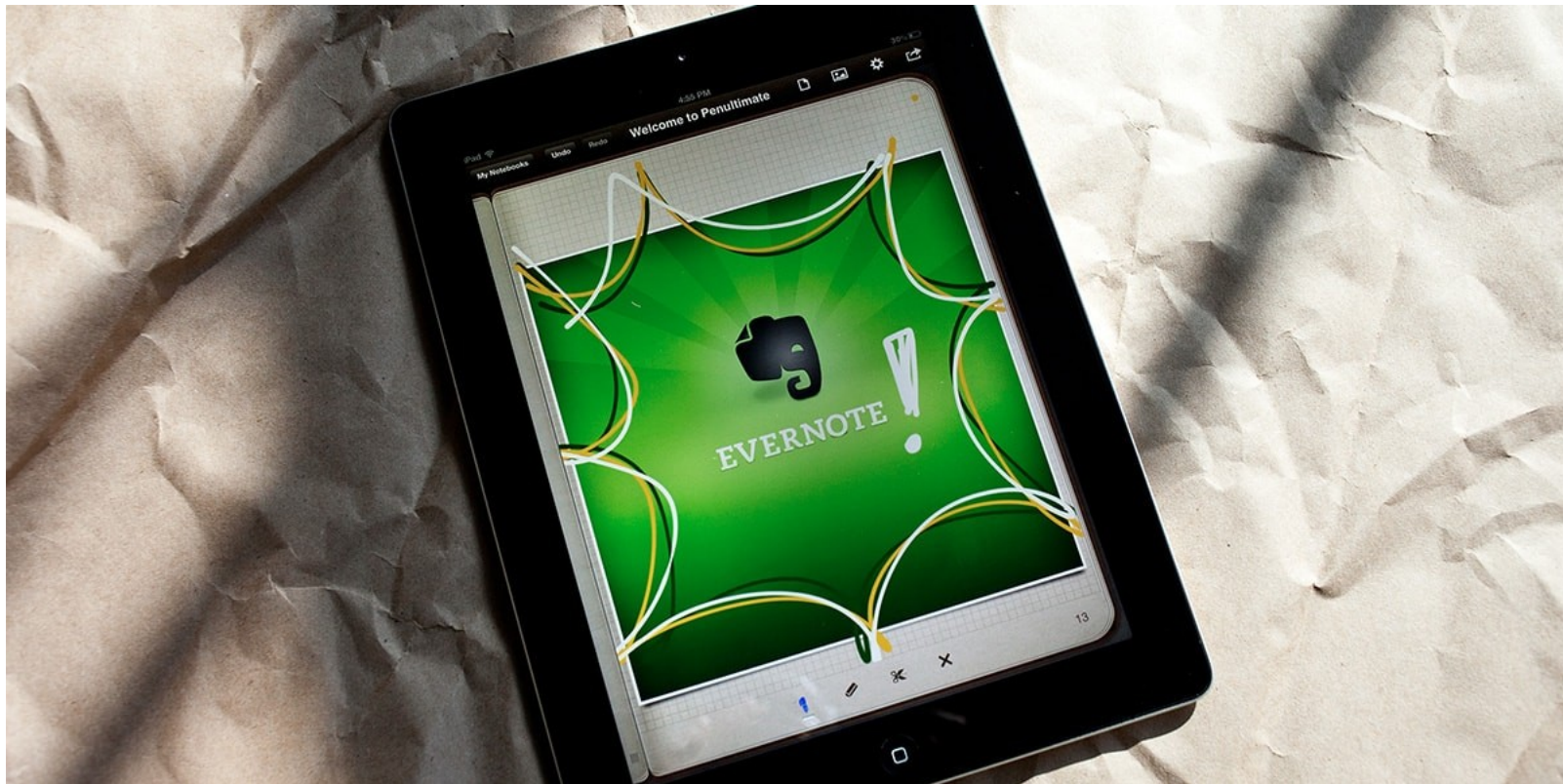
A music experience that continually evolves with your tastes



Evernote

Evernote is a cross-platform app designed for note taking, organizing, and archiving.

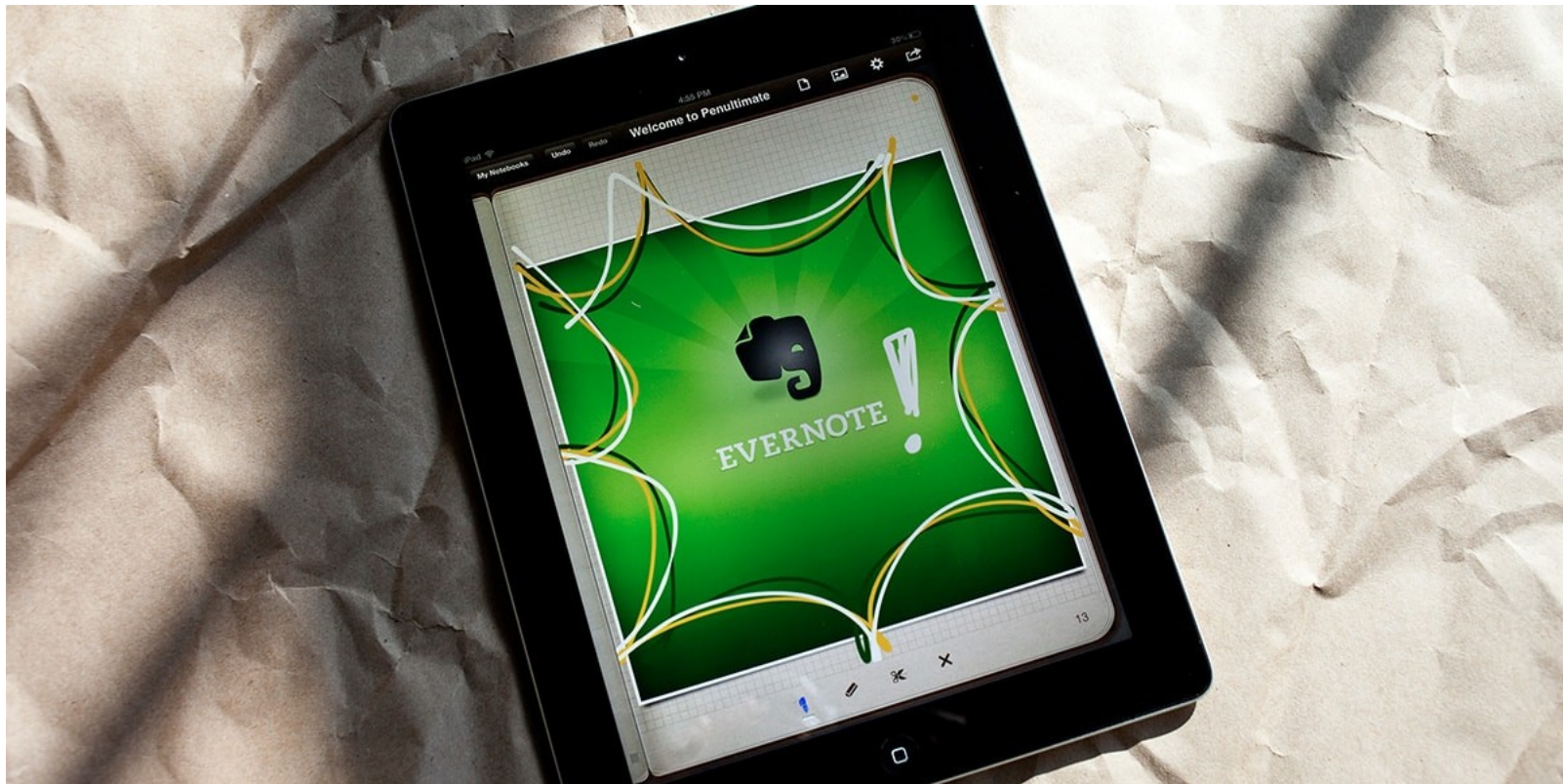
Costs: ?



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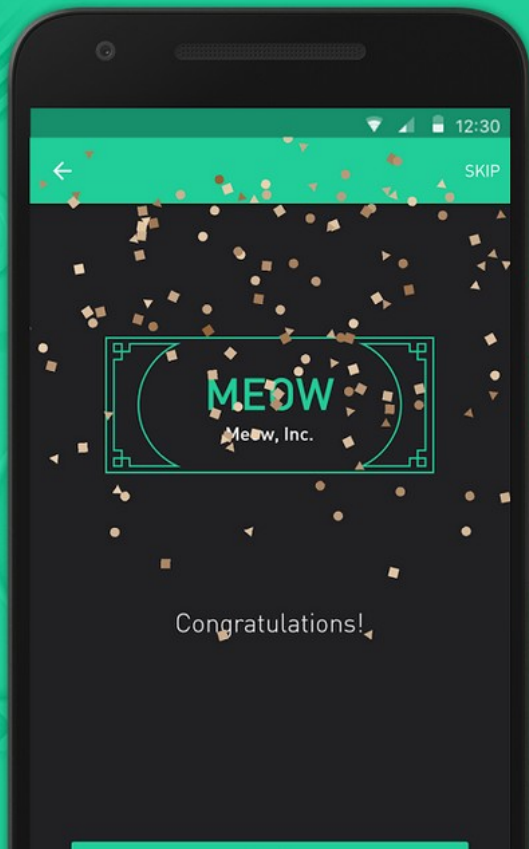
Costs: ~1100 hours



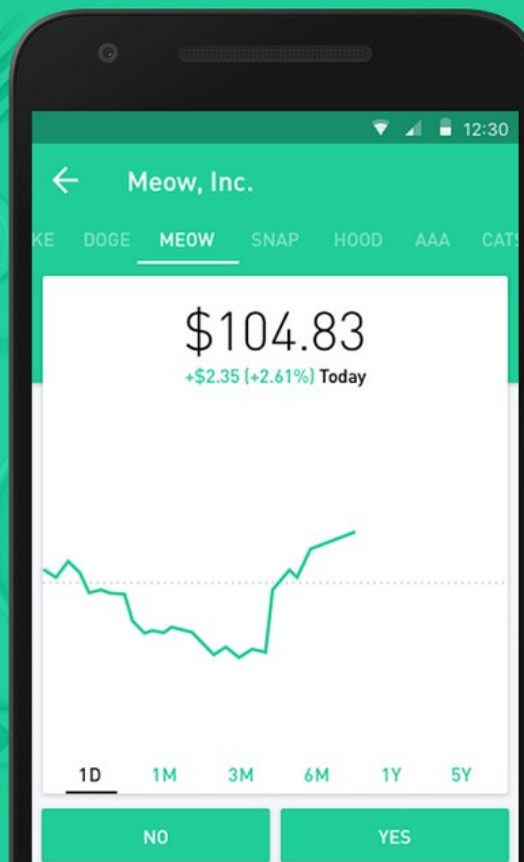
Robinhood - Free Stock Trading

Costs: ?

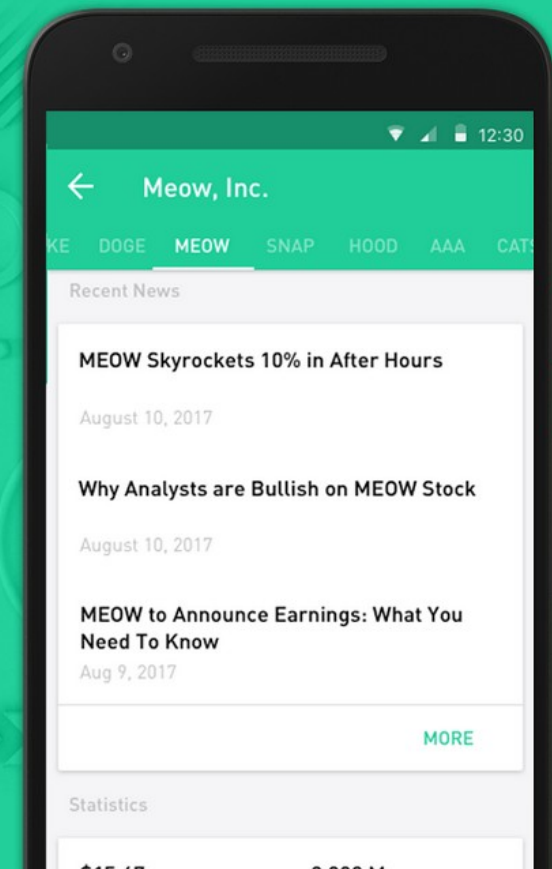
Get free stocks
when you refer friends



Google Play
Best App



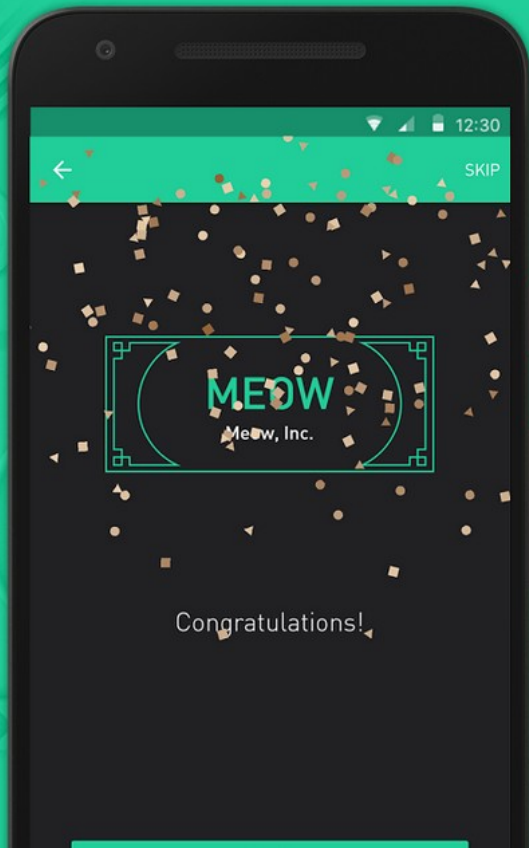
Stay on top
of the market



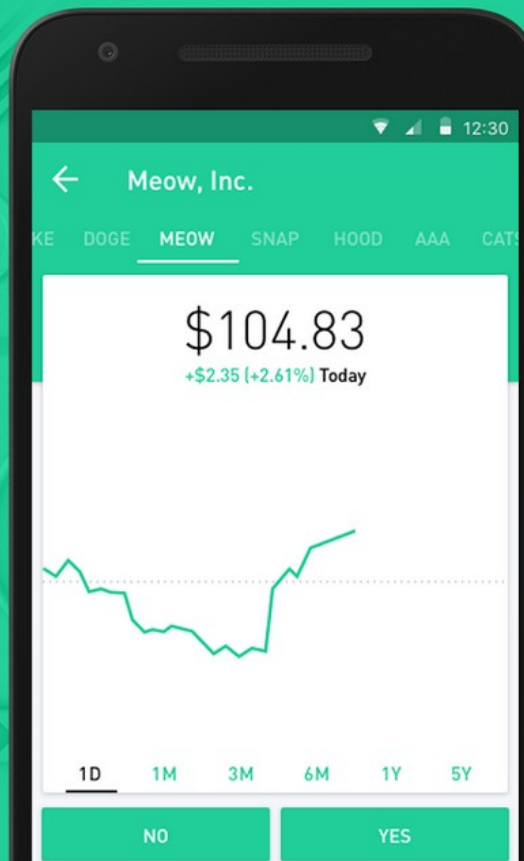
Robinhood - Free Stock Trading

Costs: not less than \$25 000

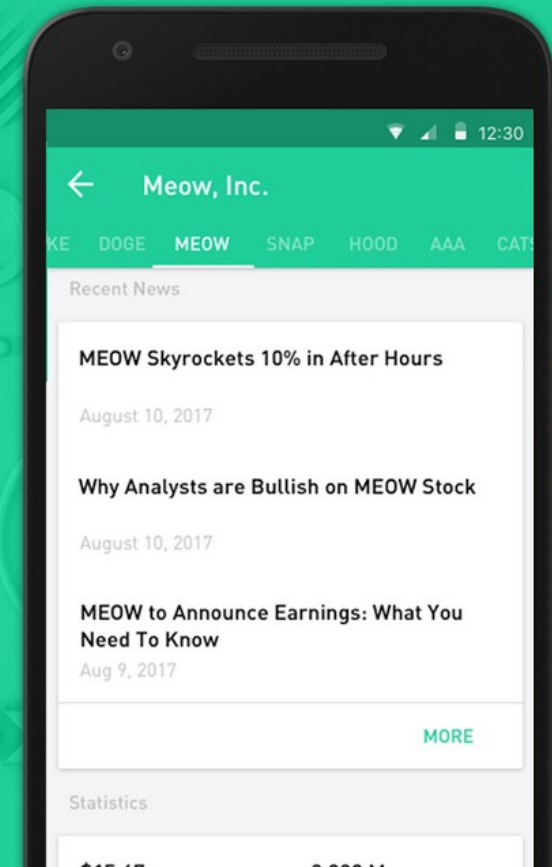
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Google Play
Best App



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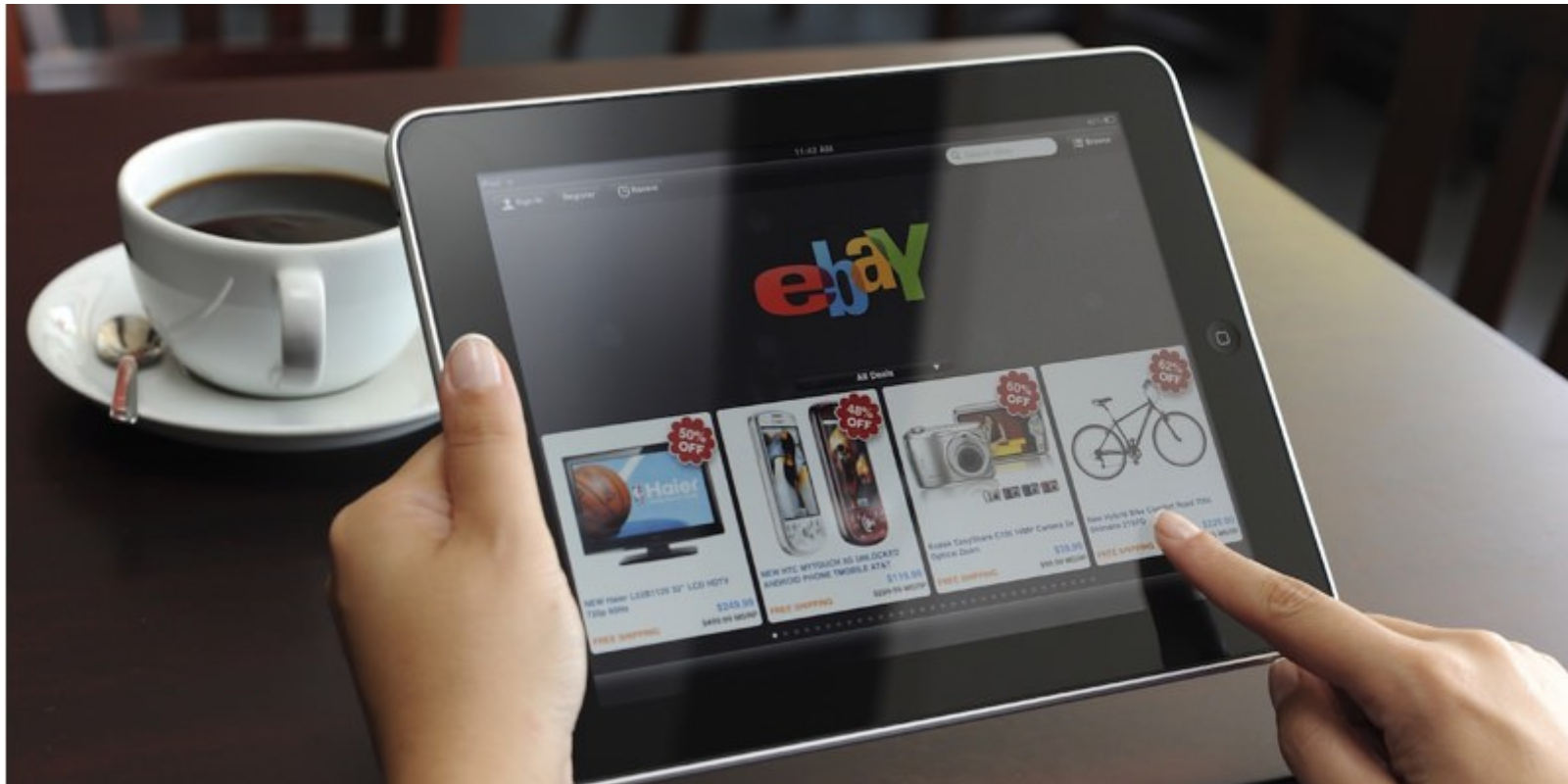
eBay - Online Auction

Costs: ?



eBay - Online Auction

Costs: it will take around 1400-2000 hours



Pinterest

Pinterest is an online website (and already has an app version as well) which acts like a giant photo library. It allows the users to search for images, to arrange them into thematic folders, to share those folders, to subscribe to other people's folders and, moreover, it gives the opportunity to save the images from other websites into Pinterest folders

Costs: backend, frontend, mobapp?



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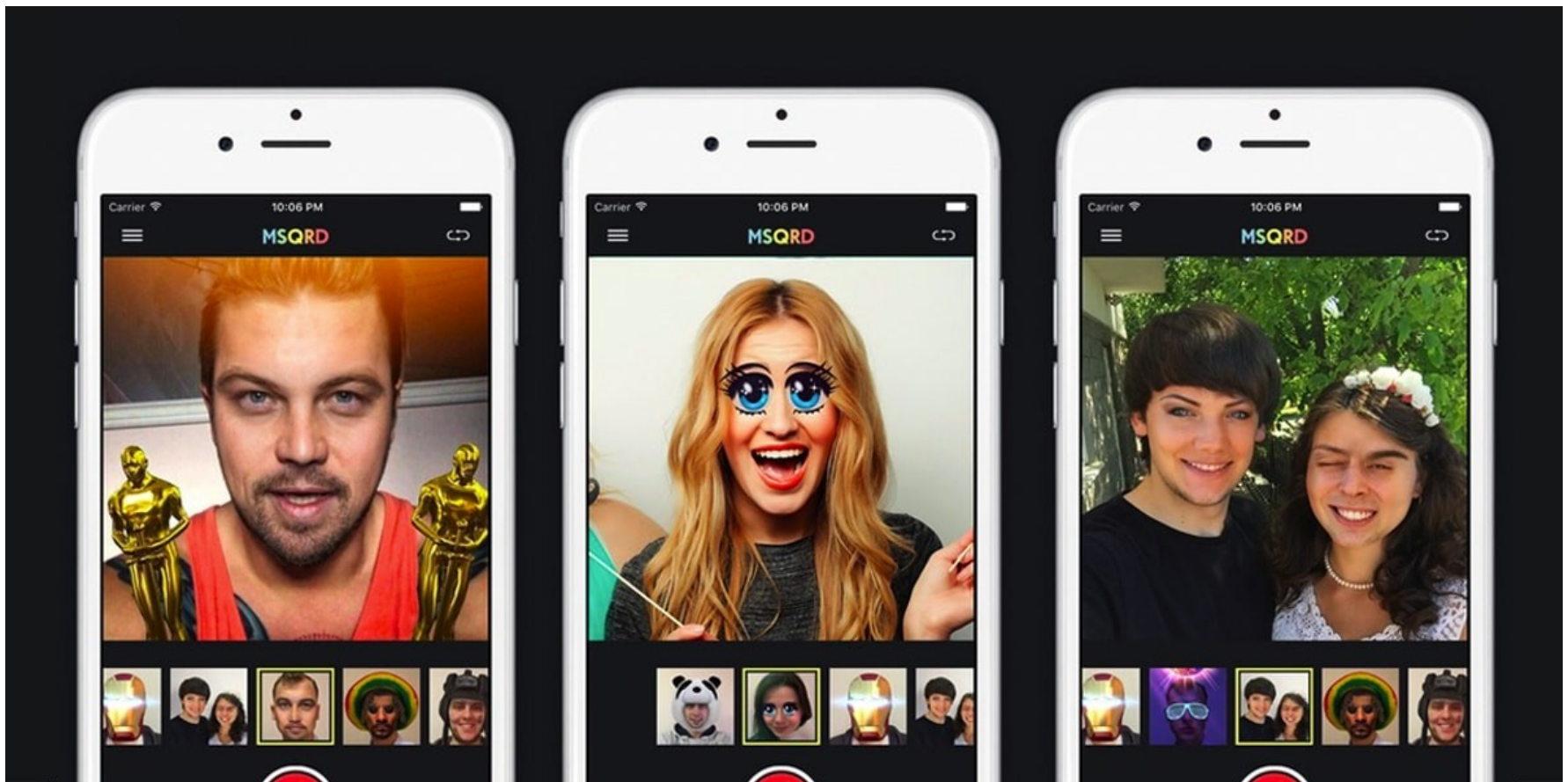
Costs: 400-600 hours for the back end, 500-750 for the front end and 250-350 for the mobile development



MSQRD

MSQRD has been designed with a face detection appliance (engine) - Google Cloud Vision API, powerful image analysis. In simple words you could upload pictures using the API and google's backend will analyze them and recognize.

Costs: ?



MSQRD

MSQRD has been designed with a face detection appliance (engine) - Google Cloud Vision API, powerful image analysis. In simple words you could upload pictures using the API and google's backend will analyze them and recognize.

Costs: about \$ 30,000 for the Android and iOS versions

