

LAB -2

Describe how you are going to spend the money.

Pick a development process that your group is going to use for the product. Explain your choice.

To ensure the success of our geotarget mobile application, our team will have clearly defined roles:

1. **Product Manager (Rishabh)**
 - Defines the vision, strategy, and roadmap of the application.
 - Oversees team coordination, development priorities, and business goals.
 - Ensures the product meets market needs and aligns with user expectations.
2. **Lead Software Engineer (Backend & Infrastructure) (Amarender)**
 - Designs and develops the backend infrastructure, handling data processing, API integrations, and database management.
 - Implements cloud-based services (AWS/GCP) and ensures scalability.
 - Secures data flow and user authentication.
3. **Frontend Developer (Mobile & UI/UX)(Rishabh, Shreekar)**
 - Builds an intuitive mobile application using **React Native or Flutter** for cross-platform support.
 - Ensures a seamless user experience with an attractive UI design.
 - Implements location-based services and real-time data updates.
4. **Data Engineer(Jay Zhan)**
 - Develops the data pipeline to aggregate and analyze restaurant prices, food types, and user preferences.
 - Integrates third-party APIs like Google Places, Yelp, and OpenTable for restaurant data.
 - Implements machine learning models to optimize search results based on price and food preferences.
5. **DevOps Engineer (Shreekar Kolanu)**
 - Manages CI/CD pipelines and automates deployments.
 - Monitors cloud resources and ensures application reliability.
 - Sets up logging, monitoring, and security measures.
6. **Marketing & Business Development (All)**
 - Develops partnerships with restaurants to offer exclusive deals.
 - Executes marketing campaigns, including social media and influencer outreach.
 - Creates revenue models such as affiliate partnerships and premium subscriptions.

Budget Breakdown (\$100,000)

Category	Estimated Cost (USD)
App Development	\$45,000
- Backend & API Development	\$15,000
- Mobile App (iOS & Android)	\$20,000
- UI/UX Design	\$10,000
Cloud Infrastructure & DevOps	\$15,000
- AWS/GCP Services	\$10,000
- CI/CD & Security	\$5,000
Data Acquisition & API Costs	\$10,000
- Third-party API access (Google Places, Yelp, etc.)	\$7,000
- Data Scraping & Processing	\$3,000
Marketing & Growth	\$20,000
- Digital Ads (Google, Meta, TikTok)	\$10,000
- Influencer Partnerships	\$5,000
- Restaurant Partnerships & Promotions	\$5,000
Operational Costs	\$10,000
- Office Space & Tools	\$5,000
- Legal & Business Expenses	\$5,000

This budget ensures we develop an MVP (Minimum Viable Product) in **6-9 months** and gain initial traction in the market.