

Deployment Plan

Team A'

Team A' is poised to capture the online video chat market by storm, introducing an application with shockingly low-latency and daring levels of minimality in design. The tech world is perhaps not yet ready for an application with this level of technological sophistication and utility, so it is the job of this document (the deployment plan) to describe a strategy that can take full advantage of the rock-solid tech being developed under our roof.

Our team will take a three-pronged strategy to reach full market penetration:

- Attendance and presentations at core tech conferences and conventions
- Aggressive advertising in mobile apps, websites, and newspapers.
- Local outreach at schools and businesses demonstrating how to transition their workflow from traditional video chat to A'-chat.

Our application, fortunately, does not require many of the startup costs associated with many software companies. For example, we do not require publishing anything to an app store, or distributing our tech via a physical medium like a disk or USB drive. Simply buying a domain is sufficient, which as shown in the maintenance plan, will like be on the order of \$60-70 per year for a *.io domain (a staple of any trendy startup).

First, conference and convention attendance. Through critical connections made in EECS 448, Team A' has secured presentation slots at TechCrunch Disrupt, Dreamforce, Web Summit, and WSJ Digital Live.



Figure 1. A collection of conferences and conventions Team A' plans to attend.

These conferences will provide our team with a massive opportunity to impress venture capital and consumers to adopt and fund our product. Our internal testing shows latency levels significantly lower than market competition, and these conferences will give the team an opportunity to demonstrate that technological edge.

While these conferences can be very expensive to attend, we cannot spare any expense due to how critical they are for the future of our product. The Web Summit conference, for example, can cost up to \$7,000 or more just to attend. The nearest 5-star hotel to this conference that serves decent tasting caviar is often hundreds of miles away, which leads us to the hidden cost of renting a private jet for getting to the conference from the hotel each morning. This sort of cost is often overlooked by fledgling startups in their pitches to VCs, and can lead to a severe lack of funds further down the line when these unexpected costs reveal themselves.

Second, an aggressive advertising campaign through multiple mediums.

Initially, the ad rollout will occur through the Google AdWords program. This infrastructure is simple to approach, and is capable of mass consumer outreach.

This program also only requires paying when a consumer interacts with the advertisement, so starting with this program will yield considerable cost-savings over alternative advertising schemes.

GET RESULTS

Only pay for ads that pay off.

AdWords pricing is meant to work within your budget. You won't be charged for displaying ads. Instead, you pay only when someone clicks your ad, views your video on YouTube, or calls your business.

As for setting a budget, it's your call. Some businesses spend tens of thousands of dollars a month, and others are comfortable investing several hundred.

Once AdWords has started generating a steady flow of users for the website, our team will expand the ad

campaign to further mediums, such as mobile apps and newspapers. These will reach audiences that the Google ads couldn't, expanding our market impact

significantly. A 2 column wide, 2 inch tall newspaper ad will run the firm

approximately \$40, which is very cost efficient at reaching consumers who read

newspapers (this data is taken from <https://bizfluent.com/info-7765342-average->

Figure 2. How Google Adwords is priced, taken from adwords.google.com

cost-local-advertising.html). By extrapolation, we can arrive at an estimated cost of only \$20,000 to advertise on every inch of every page of a newspaper. This is our critical advertising figure, because newspapers are the absolute best way to reach the target audience of a trendy peer-to-peer web-chat app.

One of the major platforms we hope to deploy on in the future is the Nintendo Gameboy using a companion device that attaches to the Gameboy Camera in order to add WebRTC functionality to it.

This platform is important to the long term success of our application because our data analysts have determined that there is not a *single* other real time video chat application on the Nintendo Gameboy.

With the introduction of our companion device, we will be able to corner the market on Gameboy-based video chatting over the internet. Manufacturing costs for this device are estimated to be no more than

seventeen million dollars up front, which we will be able to recoup in no more than 40 minutes after product launch do to expected demand. Everything after that point is expected to be pure profit.

