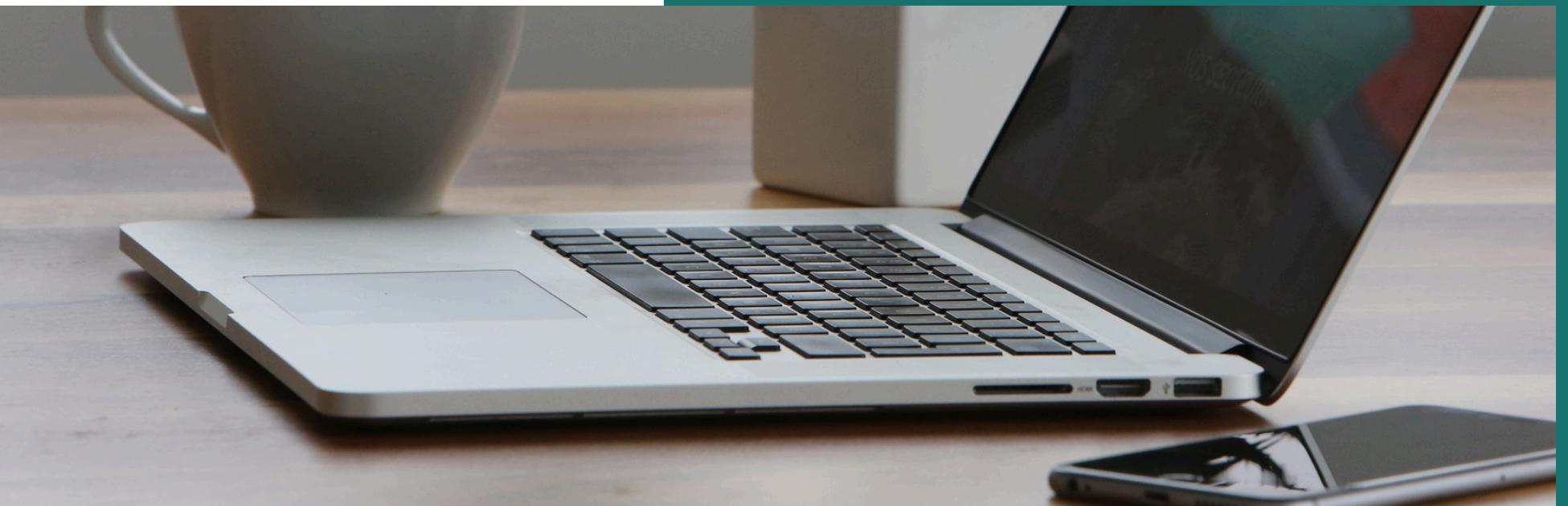




# THE PIGGY BANK

# TABLE OF CONTENT

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**01** About Us

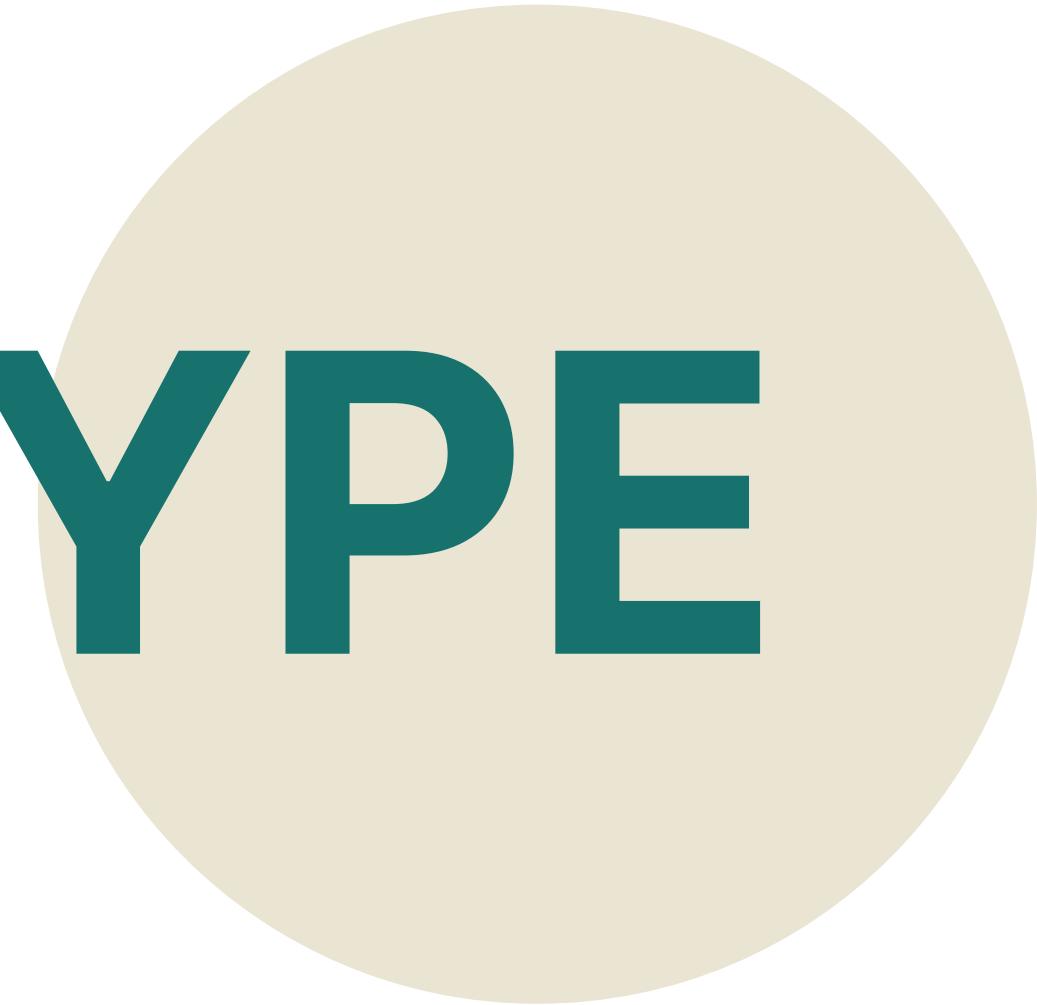
**03** Cost & Effort  
Estimation

**05** Statistic

**02** Project Scheduling

**04** Market Size

# PROTOTYPE



# PROJECT SCHEDULING

01

**Lack of Brand Plan-driven model:**

Early planning and clearly defined activities



02

**Estimated effort:**

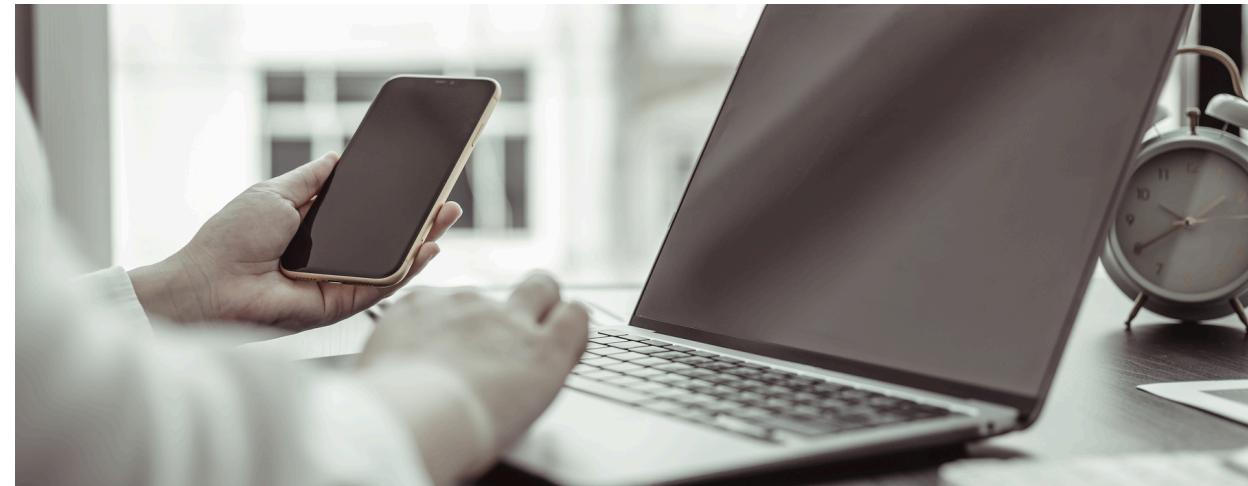
3 person-weeks

03

**Tasks distribution**

Front-end, Back-end, Database, Security, and Testing

# COST & EFFORT ESTIMATION



- 01 Function Point (FP)
- 02 Processing Complexity Adjustment (PCA)
- 03 Estimated Effort (E)

# PERSONNEL COST ESTIMATION



Role	Hours	Rate/hr	Cost
Project Manager	20	\$55	\$1,100
Backend Developer	40	\$45	\$1,800
Frontend Developer	40	\$45	\$1,800
DBA	25	\$50	\$1,250
Security Analyst	15	\$50	\$750
QA Engineer	20	\$40	\$800
UX/UI Engineer	15	\$45	\$675
Technical Writer	10	\$35	\$350
Total			\$8,525

# PRICING



**Under Pricing**

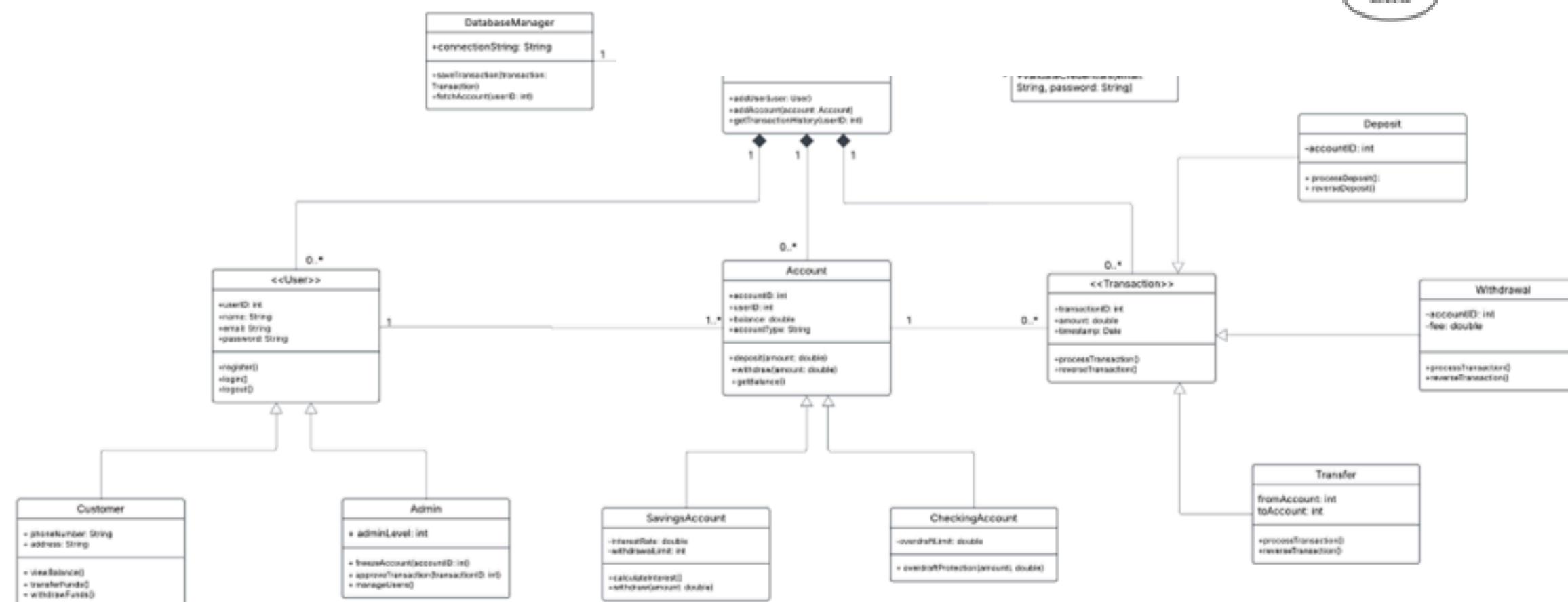
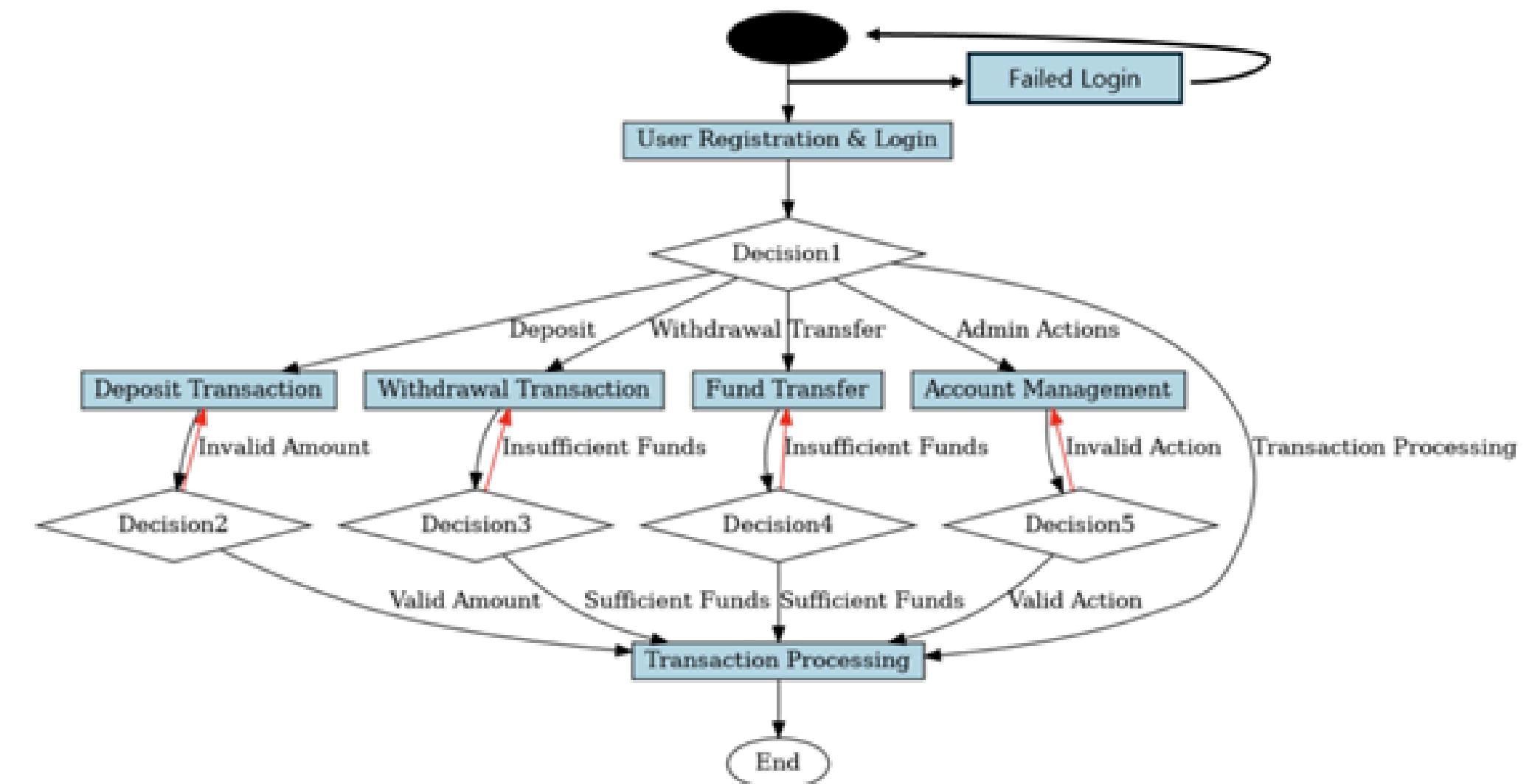
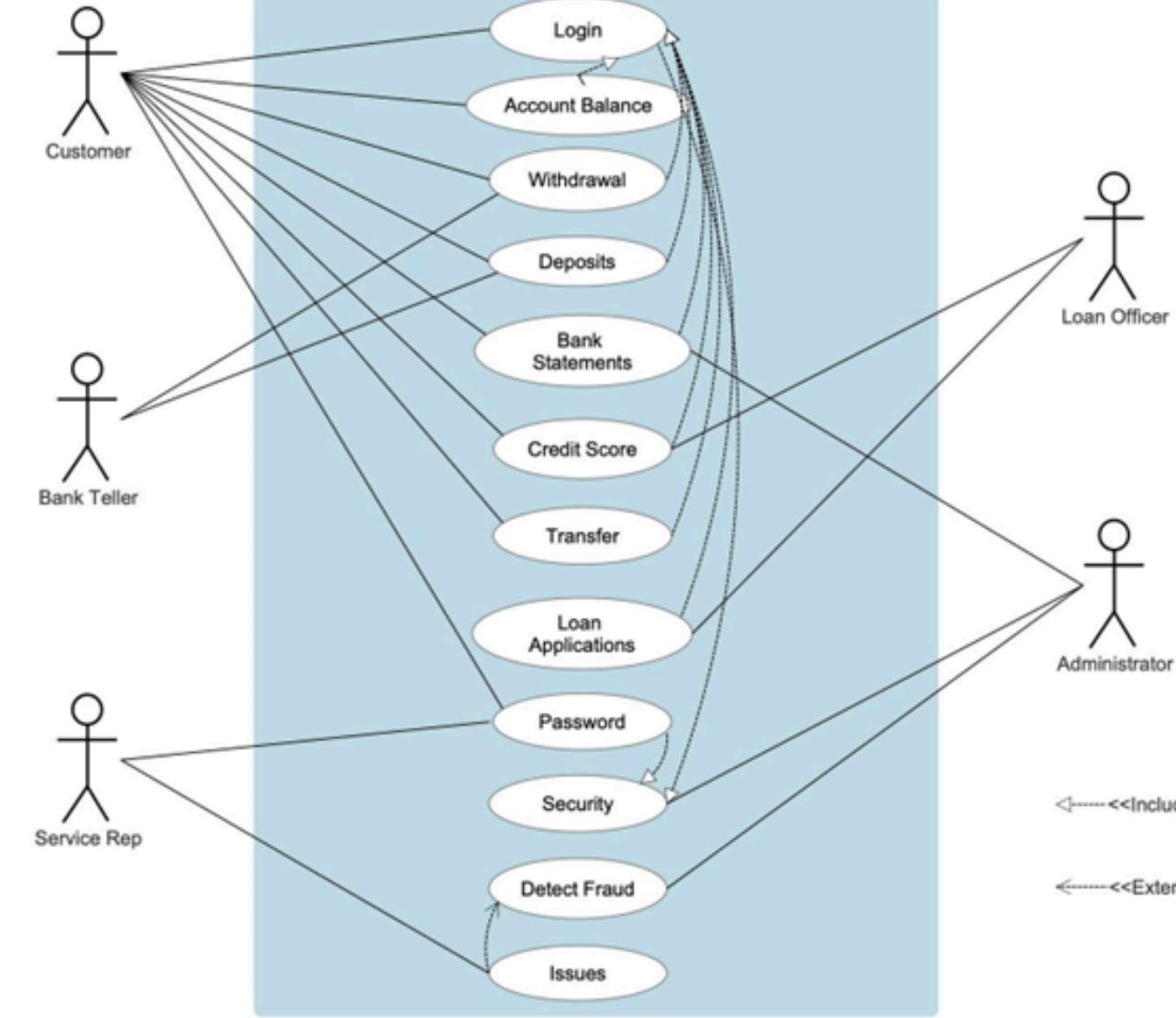


**Increased Pricing**



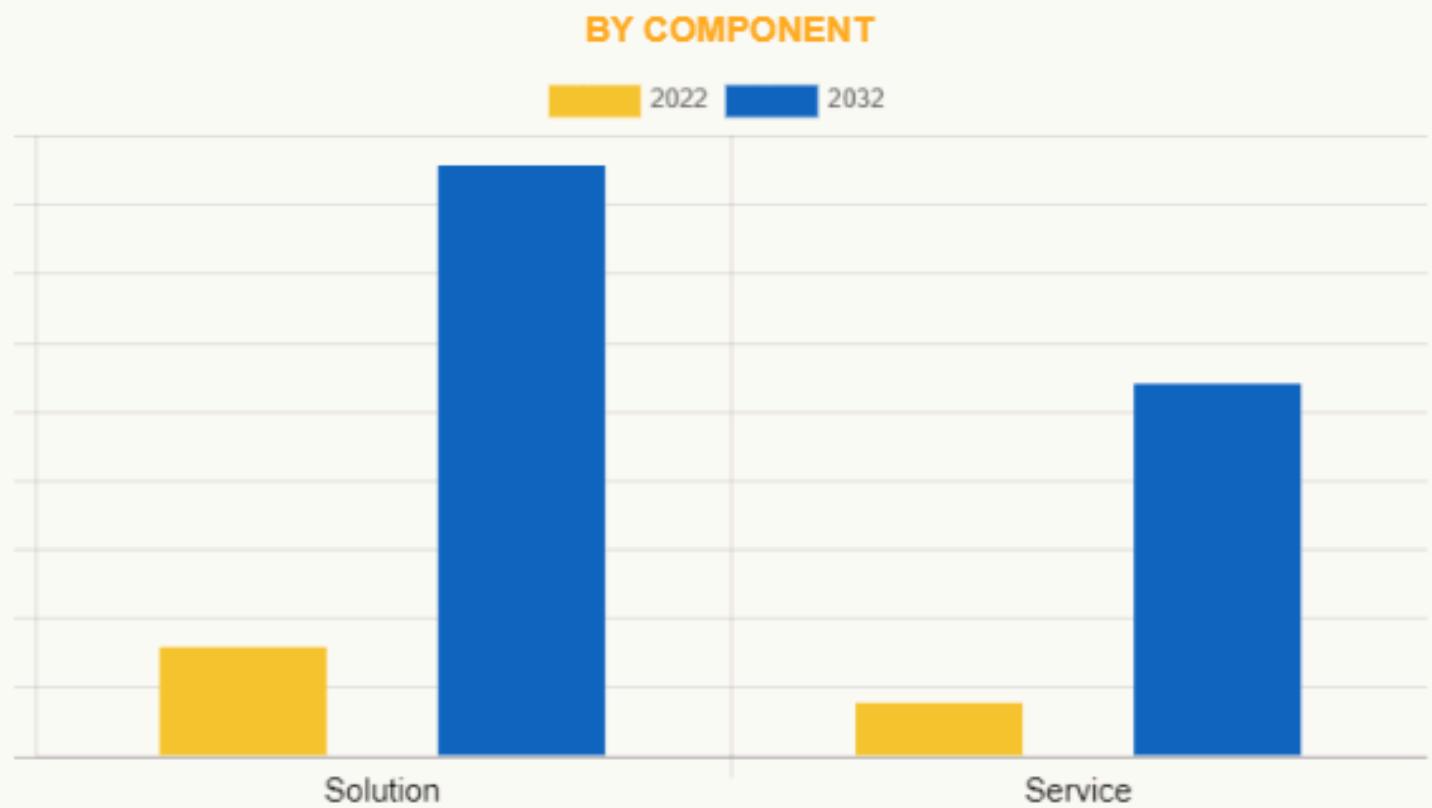
**Price to Win**

# DIAGRAM



# MARKET SIZE

OUR CLIENTS COME FROM EVERYWHERE



Service segment is expected to witness the highest CAGR during forecast period, owing to increasing demand for digital banking services and the growing insistence of smart phones.

Total Available Market (TAM)

Serviceable Available Market (SAM)

# STATISTIC

## BANKING SOFTWARE MARKET

### BY REGION



Asia-Pacific is expected to witness significant growth during the forecast period, due to the growing adoption of web-based and mobile-based business applications in the sector of banking.



# THANK YOU

● FOR YOUR NICE ATTENTION