Preliminary Budget

Development and Production

1. Hosting Fees(StayClose): R 9,000
2. Hosting Fess (PropSho): R 3,000
3. Database Costs(StayClose): R 2,000
4. Github (Both sharing): R 100
5. Internet Connection (Wifi) : R 1,000
6. Euphoria (Phones) : R 500

Marketing and Advertising

We can handle advertising and marketing via google ads and social media pay per click ads, as this is the relatively affordable and accessible option for us. In a month we estimate a spending of less than **R10,000**.

Go To Market Strategy

- Attend all major tech events around Gauteng.
- Participate in startup show casing challenges.
- Pay for Google ads.
- Pay for Instagram ads.
- Pay for Facebook ads.

Financing Plan

- Pursue investor funding, pitch each company every month to investors.

Anticipated Challenges

- Revenue generation might take longer to accumulate due to user conversion. We still need to get property listers, agents and users for all respective platforms.