Customers:

Designers, advertisers, publishers, marketers, bloggers, broadcasters etc. So your photos could be used in a book, on a website, on TV, or on a calendar etc.

partner with alamy or binfer – to get to customers.

be an assistant and work for a photographer

sell customized good on the app

**REVENUES**

**In-app Advertisements:-**Advertisements are also used to make revenue from application. Such as display ads- Yahoo, Search ads- google, Text ads- Facebook, Video ads- youtube. Etc.

1. **In-app Purchase :-** In-app purchases allow users to unlock features or purchase. When we build an app, we can set IAP (in-app purchases) to be a onetime purchase (I want to unlock this feature) or an ongoing option (I want to purchase 20 coins for $0.99), this means we can purchase that over and over again. We can easily start racking up enormous amounts of revenue with the second.
2. **Frequent Update & App Promotions :-** This keeps the audience busy and interested and app promotion offer developers revenue from the installs that occur as a result of being advertised on your app. Other developers pay to advertise across your app. For example: Freeappaday.com etc.
3. **Freemium:-**A freemium app is offered free-of-charge to the user with limited features, content. Users can access a premium version or additional content and feature through in-app purchase. This route has also been used for subscribing for monthly content updates.

For example: Pandora Radio, Dropbox etc.

1. **Cost Per Installation (CPI):-** Cost per install is a relatively new marketing mechanism and is the mobile equivalent to CPA (cost per acquisition) in the web marketing world. CPI is exactly what it sounds like – you pay per install that you get. Examples of this are Playhaven and Chartboost – they are third parties that have software you install into your app.
2. **Sponsorship:-**Landing a sponsor is a great way to make money from a free app. The money is up front and we can gain brand credibility with our audience.

The deals typically go like this: you approach a company and say “I have this app idea, I’ve got the plan, etc  and I will white label it for $XXX.”

OR

“I built this app a few months ago and it has 50,000 downloads. I will update the graphics with your brand for $XXX”.

1. **Subscriptions:-**Subscriptions allows to  sell content, services, or features in the app with automated, recurring billing. We can easily adapt an existing In-app Billing implementation to sell subscriptions. Users can renew their subscriptions while a current subscription is active.

**COST:**

**Average cost for servers:**

1. **Rent** -100-300$ /month.
2. **Buying** -4000$/month for 10000 users.(validity upto 4 to 5 years only that depends on hardware it supports and lifespan)[2]
3. **Temporary**: parse.com for free database push notifications but limited to 30 request per second [1].

**Average cost of setting up office for data manipulation:**

1. Windows-700$ per system.
2. Apple -1500$    per system.

**Average cost for application to be on common platform (putting in to market)**

1. $25 for android
2. $99 per year.
3. $19 registration fee for individuals and $99 for companies.[3]

**Revenue:**

Models that can be implemented

Subscription:

* Fixed price subscription
* Variable price subscription
* Pay what you want
* individual subscription

Subscription fees depends on certain facts

* Cost of images (to be determined)
* Profit margin (8-23%)
* Percentage of business.

Third party:

* Ads(reviews = value = money)(ads companies bid with reviews)
* Sponsorships
* Licence contents(sell data)
* Paid placement and paid content(endorse)

References:

[1] <http://stackoverflow.com/questions/29081055/pricing-are-push-notifications-really-free>

[2] <https://www.quora.com/How-do-you-calculate-server-costs-per-user>

[3] https://www.google.com/search?q=average+cost+for+server+for+rent&rlz=1C1CHBF\_enIN698IN698&oq=average+cost+for+server+for+rent&aqs=chrome..69i57.30224j0j7&sourceid=chrome&ie=UTF-8#q=windows+developer+account+cost

**COMPETETIORS**



Deals in:-

* Images :- photos are present of each and every type .
* Vectors are background,logos,banners,templates,patterns and arrows ,editorials like oracle and other companies also take logo from them for their products.
* Footage that are technology,sports,people,nature,background,art and many others.
* Music as  in corporate , fresh start , happy and uplifting  , season of sports which are based on based on -genre,mood,tempo of a user .
* Blogs:-here any registered user can  be a blogger.

    Idea :- We are taking images ,vectors ,footages from this and will be blended with many other features.



* Live videos
* Sorting by trending video section separately
* Music also available
* Documentary videos
* Films and tv series episodes
* Animation videos  both production and self created
* Section it has are as follows

1. Animation
2. Art and design
3. Camera and techniques
4. Comedy documentary
5. Fashion
6. Experimental
7. Food
8. Instructional
9. Music
10. Narrative
11. Personal
12. Reporting and journalism
13. Sports
14. Talk
15. Travel

Idea:-we are taking all types of videos



Major concern is images sorting and ranking according to their parameters.

* Photos
* Illustrations
* Videos
* Audio

Idea    :-this very simple and might not take ideas from these as they might be  redundant to all others .