**Deployment Plan**

* **Apple App Store Cost**: $99 a year for an account to publish apps to the App Store
* **Apple App Store Deployment Process:**

1. Create a distribution provisioning profile for the app
   1. Select created distribution certificate for app
2. Decide on app logo and app icon
3. Build an app archive
   1. Review Apple App guidelines
4. Bug test project on iOS device through Xcode
   1. Archive the project that is deployed for iOS devices and is built for iOS Distribution
5. Decide on date for when App is to be published
6. Decide on the download price
7. Select specific keywords in order for the app to be found on the store
8. Upload program binary
9. Wait for app to be reviewed by Apple
   1. If not accepted, fix reported issues and repeat process

* **Google Play Store**: A onetime $25 fee
* **Google Play Store Deployment Process:**

1. Add program APK through Google Play Deployment Console
   1. Sign app with digital certificate
   2. Decide on Closed or Open Beta testing
      1. Closed Beta opts in users through email address
      2. Distribute Closed Beta URL through friends, family, social media, etc.
   3. Determine how long is needed to test app based on user reviews and feedback from designated app blog
   4. Once testing is finished, repeat APK upload process to ensure that the app is designated as Production ready
2. Complete Google’s content questionnaire to rate app
3. Determine which Android programs to enlist app in and determine price of app
   1. Allowing ads for the free download and no profile creation
   2. Paid version of the app will remove ads as well as allow user profile and customization
4. Review that the app follows Google Play guidelines
5. Publish app and wait for approval from Google

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| **Domain Host Name** | **Price** |
| Google | $12 per year |
| GoDaddy | $3 for first year, $15 per year after |
| 1&1 | $1 for first year, $15 per year after |

* **Implementing a logo for the app and website**
* DesignMantic creates and customizes logos from templates for $34 each
* ZillionDesigns has a Custom Design option to start a contest and pay the most favored design, ranging anywhere from $100-$250
* Icon Slayer is a program that can help build and customize the app icon of any size for both Android and Apple devices
  + Free online generator, or $15 for more options



 

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| **Convention/Conference Name** | **Price** |
| Athletic Business Show Convention | Exhibit Booth: $2,650 for a 10’x10’ booth space for 2 days |
| SCW Conference | Exhibit Booth: $699-$1,599 depending on hosting city |
| Developer Week Conference | $350 a person |
| Dreamforce Conference | $1799 a person |
| Web Summit Conference | $3200 a person |
| Compute Midwest | $470 a person |

* Athletic Business Show Convention exhibitor fees: $2,650 for a 10’ x 10’ booth space for 2 days
  + <http://www.athleticbusinessconference.com/for-exhibitors/schedule-fees>
* SCW Conference exhibit costs: Ranging from $699-$1,599 depending on the city
  + <https://scwfit.com/exhibit/>
* Developer Week Conference and Festival: $350 a person <http://www.developerweek.com/conference/pass-types/>
* Dreamforce Conference: $1799 a person  
  <https://www.salesforce.com/dreamforce/DF16/>
* Web Summit Conference: $3200 a person  
  <https://websummit.net/tickets>
* Compute Midwest: $470 a person  
  <http://www.computemidwest.com/#tickets>
* ZillionDesign contest for logo:   
  <http://www.zilliondesigns.com/contests>
* DesignMantic logo templates:  
  <https://www.designmantic.com/>
* Icon Slayer:   
  <http://www.gieson.com/Library/projects/utilities/icon_slayer/>

**Maintenance plan**

* GoDaddy .com domain and website hosting: One website $96 a year with 10 MySQL databases, 1GB each
* 1&1 Web hosting .com domain: $12 for first year, $7.99/month after first year, unlimited websites and space, 20 Databases and 1 free domain name
* Designing a developer blog to let users write issues they are having and in the works updates so the developers can notify the users of future implementations
* Average hourly wage for a software developer as of May 2015: $47.24
  + <http://www.bls.gov/oes/current/oes151132.htm>