

Deployment Plan

Deploying our product will include putting our web app on mobile app stores and registering a trademark. The best way to get our product into the market is through advertising, conferences, and word of mouth. Advertising will allow us to reach customers in the investment space. Putting advertisements in places like social media, business websites, and others will allow us to reach a bigger audience. Conventions and conferences will also be a big part of our market strategy. Word of mouth is another good channel for our customer base to grow. If we have a user that really likes our product, they are more likely to share it with their friends or colleagues.

App Store Costs:

We will put our app on three app stores for people on multiple platforms to have access to gTrade. These three app stores include the Google Play Store, Apple App Store, and the Microsoft Store.

The Google Play store has a one time registration fee of \$25 for developers and has no annual charges according to Android Authority. Housing our app on the Google Play Store will earn us a 70% revenue share with 30% going to Google.

With the Apple App Store, the fees get a little more pricey. To register as a developer for the app store, it takes a \$99 annual fee. According to Business Insider, Apple gives its developers a revenue share of 70% for their apps.

Finally, the Microsoft App Store fees are very similar to the Apple App Store. Microsoft offers a \$19 initial fee and \$49 fee for individual developers, but for companies, the initial fee is \$99 and also \$99 annually. The Microsoft App Store has an added bonus to the revenue that the other two stores don't have. After \$25,000 earned,

the revenue earned by the company goes from the usual 70% to 80%. This will be a big bonus for our company if we can reach that \$25,000 mark.

To add up the expenses for putting our apps on the three stores, we get a total of \$223. This initial cost is only a minor setback for getting our app on multiple platforms. The 30% revenue that we will have to share may not be ideal, but it is worth it to have our app available everywhere for users.

Registering a Trademark:

Registering a trademark is a very important step in making sure our company is able to legally conduct business under the gTrade name. According to Upcounsel, online trademark registration fee ranges from \$275 to \$325. However, it isn't as simple as just registering online. Hiring an attorney can be very helpful in the trademark search and application. Upcounsel says that an attorney typically charges \$500 to \$2000 to help with the trademarking application and search. This makes the process significantly more efficient and easier for us considering we don't have much legal experience.

Advertising Costs:

One of the best ways that our company could advertise would be through social media sites. Some platforms we could advertise on include Facebook, Instagram, Youtube, LinkedIn, Twitter, and Pinterest. According to WebFX on the cost of social media advertising, Facebook and Instagram have a minimum advertising cost of \$40

per day while Youtube and LinkedIn have minimum costs of \$10 per day and Twitter and Pinterest have no minimums. The average advertising cost per 1000 impressions is \$7.19, \$7.91, \$9.68, \$6.59, \$6.46, and \$30 for Facebook, Instagram, YouTube, LinkedIn, Twitter, and Pinterest respectively. From these prices, we decided advertising on Pinterest would not be worth it. The next highest cost is YouTube, but video advertising with short, unskippable ads could be very beneficial for our company. WebFX gives the average cost for monthly ad spend as \$200 to \$1500 per month for each of the five platforms. The monthly ad campaign management is listed as \$1000 to \$2500 per month. The campaigns can be combined for the platforms, except YouTube would be its own campaign.

Conference and Convention Costs:

There are three conferences and conventions that we think would be beneficial for our company to attend. The first of these is the dotJS conference in Paris, France. This conference takes place on December 5th and 6th 2019. Our company could hear from speakers such as Adam Bradley, who is focusing on bringing webapps to mobile devices, and Bert Belder, who was on the Node.js core team. Tickets to this conference are \$880.29 per person with a round trip flight cost of \$599 per person. We would likely only send two people from our team on this trip.

The next conference we would attend is the IBM Think 2020 conference. This conference focuses on business concerns and technical needs for companies in

technology. This conference is held on May 4-7 2020 in San Francisco, CA. The cost is \$995 per person with a flight cost of \$208 round trip. Three members of our team would likely attend this event.

The third convention we would attend is the App Promotion Summit in New York City on June 18, 2020. This summit focuses on growth and marketing strategies for applications. This would be a great opportunity to get our foot in the door. This event costs \$750 per person and flights are \$148 round trip. We would send the whole team to this event.

At each location, we would aim on spending \$120 per night at hotels. Using this, we calculated the estimated costs for each event. The dotJS conference would be \$3438.58. IBM Think 2020 would cost \$5049. Finally, the App Promotions Summit would cost us \$5090. The total for the three conferences is \$13,577.58.

Word of Mouth:

Trying to spread out product through the means of word of mouth would be our first strategy in deploying the app. Getting friends, families, and locals to try out the app and asking them to spread the word around would be a quick way for us to gain some popularity and see if our product is promising in a small market. From here we can decide where we want to take our advertising. This could be a good opportunity to hear feedback and make sure we don't go all in and spend more money than needed.

Cost Totals:

| Expense | Min Cost | Max Cost |
|---|--------------------|---------------------|
| Google Play Store Registration Fee | \$25 | |
| Microsoft Store Registration Fee | \$99 | |
| Apple App Store Registration Fee | \$99 | |
| Trademark Attorney | \$500 | \$2000 |
| Online Trademark Fee | \$275 | \$325 |
| Facebook/Instagram/YouTube/LinkedIn/Twitter - 1 Year of Ad Spending | \$12000 | \$90000 |
| Facebook/Instagram/Twitter/LinkedIn - 1 Year Campaign | \$12000 | \$25000 |
| YouTube - 1 Year Campaign | \$12000 | \$25000 |
| dotJS Conference | \$3438.58 | |
| IBM Think 2020 | \$5049 | |
| App Promotions Summit NYC | \$5099 | |
| TOTAL DEPLOYMENT COST | \$50,584.58 | \$156,134.60 |

From calculating the above costs, we find that the minimum cost for the deployment of gTrade is \$50,584.58 while the maximum is \$156,134.60. We would most likely try to keep our deployment budget near the minimum as we probably don't want to spend the maximum on ads in the first year. Our final deployment cost estimation is **\$50,584.58**.

Source Links

App Store Costs:

- Google Play Store
 - <https://www.androidauthority.com/publishing-first-app-play-store-need-know-383572/>
- Apple App Store
 - <https://developer.apple.com/support/purchase-activation/>
 - <https://www.businessinsider.com/apple-changes-app-store-revenue-split-2016-6>
- Microsoft Store
 - <https://blogs.msdn.microsoft.com/jennifer/2013/04/25/comparison-of-windows-store-vs-google-play/>

Conferences and conventions:

- dotJS
 - <https://www.dotjs.io/>
- App Promotion Summit
 - <https://apppromotionsummit.com/NYC/>
- IBM Think 2020
 - <https://www.ibm.com/events/think/>

Registering a trademark - Upcounsel:

- <https://www.upcounsel.com/how-to-trademark-a-brand>

Social Media Costs - WebFX:

- <https://www.webfx.com/how-much-does-social-media-advertising-cost.html>