The maintenance cost of our product would greatly vary depending on which platform we choose to deploy our game.

If we decided to deploy our game on a different gaming platform, as mentioned in the deployment plan steam would be one of them, we would have to pay for coders to keep debugging or perfecting our game, which would cost probably $4000 per month per full time coder. Depending on how much we want our game to be sold on the platform, we might also have to split our revenue with the platform itself, which in this case we assume we could sell 10000+ copies per year, and we sell them for $30 per copy, the cost on maintaining on the platform per year would be 30x10000x0.25 = $75000 per year. Let's say we also want our game to go online, having constant updates and adding new features every quarter of the year. The maintenance cost of the server would be about $700 per year according to google. Developers would be required in this case, which we assume they got the same salary as the debuggers, that would be $4000 per month per developer. Assuming we want one debugger and three developers in total, adding all these up, publishing our game on a gaming platform would cost us $4000x12+$4000x3x12+$700+$75000=$267700 per year. This might sound like a lot, but considering our predicted revenue, numbers could balance out and we will be actually earning in the process.

If we decide to deploy our game physically, that is to publish it without the help of a gaming platform, that will save us the money for paying for the platform. Assuming we still want the online feature, but we reduce the updating cycle of the game, we can settle with only one debugger, that could also do the development job, that is $4000 per month. We still need to maintain our server, that is around $700 per year. We might have unsold copies, which in this case we need a place to store them until they are sold, a warehouse that cost around $70 per month will do the job. The total maintenance cost in this case would be $4000x12+$700+$70x12=$49540 per year. This number is significantly lower than publishing our game on gaming platforms, but considering how limited our game could sell to customers, we would sell significantly less copies of it this way.

If we decide to create our own platform and sell our game as if a online game, we need a server to maintain our website, and we need more for the game. That would be a $700 annual fee and we assume we need around 5 of them. Debuggers and developers' number will have to increase due to the online feature. We probably need around 3 debuggers, and probably 5 developers. We also need some employees for online customer service, which we assume to have 3 of them. Let's say they all cost $4000 per month. The total maintenance cost in this case would be $4000x12x11+$700x5=$531500 per year, which is the most expensive option.