Points to be added in settings bar

About – T&C , Disclaimer and Privacy Policy and About.

About -70-100 words

Rate - QuiQle.

Edit Profile – add update option

Help Center-Add numbers

FAQ`s paying and booking services

Make a google developer merchant account

Supporting points:::

Here we’d like to point **5 main features of the successful app.**They’ll show you where to pay bigger attention when studying your competitors.

* **Appealing Design**. Your app design usually consists of two parts: user experience UX and user interface UI. They are about the way your application works and the way it looks like. However, don’t be confused. Good design means not only the fancy look. Its more about the way users interact with your app.  
  If all crucial functions are easily accessible and your visual design appeals to targeted auditory your app can become successful.
* **Scalability**. Our world is constantly changing and your users follow that processes. New apps appear constantly and you competitors try to do their best. In these conditions, you must make your app as flexible and adaptable as possible. For this purpose, developers must choose a platform that allows changes and modifications based on users’ feedback.
* **Good marketing**. Pay attention to the methods big players used to promote their apps. Regarding a number of mobile apps that appear every day, you’ll have to invest a lot of time and money into the advertisement. Your aim is to reach the widest auditory from all over the world.
* **Additional Value.** Here we get back to the idea. You’ll be able to sell your app or motivate users to download it only if it proposes some unique value or helps them to deal with their life challenges.
* **Partners**. Great software products that are highly efficient and bug-free come from partners, not providers. Find out the technologies your competitors used and know more about companies or people they worked with.

**Step 8. Pricing.**

Counting your expenses before launching an app is just half of the process. Very important is to know how to bring that money back and here we get to the app monetization.

First of all, think, what kind of application you want to make:**paid or free**. You could already notice that many popular apps don’t have obligatory payments. For example, **Facebook** or **Snapchat** is on TOP on both **Android and iOS.** So that people expect to get a high-quality app for free. But what do you get?

Here are few main ways to monetize your app:

* **Advertisement.** You can get different types of advertising in your app. It will vary in sizes, position and even form. For example, yo can have static banners or video ads. The last tend to bring you more revenue by the way. Also, your income from advertising will vary due to the type of users, country, a reaction to ads etc.  
  You can get ads by connecting with huge advertising networks like **Google’s AdMob, Unity Ads, Chartboost,** and others. Their role is not only to connect you with advertisers but also make that advertisement effective for both sides.
* **In-app purchases**. While advertisement can work differently, depending on the number of clicks or impressions, there is a more stable way of getting revenue from your app – additional or paid features. The best way to describe it is with games, where one can pay for getting additional time, energy or any other paid items. Your clients can get those options forever or just for limited period of time.
* **Direct selling.** Of course, your app can sell products or services directly and bring you money that way.
* **Pro-version**. You can have two versions of your app: free and paid. Users who decided to pay for the app can get additional features or get rid of ads.

Also, you can think about combining these methods.

Still, don’t forget about **paid** **applications**. As was mentioned above those work better on iOS platform. But remember that users nowadays have access to dozens of free apps so you must propose something really valuable to pay for.

**Step 9. App marketing.**

After your apps are ready don’t forget about the advertisement. Now your business needs promotion. We’ve already mentioned harsh competition between different apps. To beat it you must invest some costs into advertising and PR.

Start with **social media**. Get official pages on Facebоok, Instagram, Snapchat, Youtube or any other popular resources that suit your product and your auditory. Constantly stay in touch with your subscribers and bring them the latest news about your apps. After all, you can even organize live meetings with potential customers.

Create a **website**. Social media are not enough to access all your potential clients. So creating at least simple website will give you an opportunity to expand your auditory. Besides apps must appear on other resources like**blogs, reviews, TOP lists** etc.

This all requires a lot of money so you can even make a separate business plan for app marketing or hire a specialist to help you with this step.

App Marketing Initialization

# Youtube – Streaming through PubG(National Level)

# Facebook- Troll Meme page(National Level)

# Instagram- Artist.Motivation Page(National Level)

# Whatsapp Status/Messages (Area Level)

# Friends and Family Approach(Zone Level)

# Siblings or friends Schooling Circle(Area Level)

# Pamphlets(City Level through morning newspapers)

# College/School/Tuition approach(Zone level)

After 15-18 months if everything goes well, Promotion by hiring top instagram/facebook pages with 2-3 M followers.

# Starting Management System

Vikas Rajput Shares – 12.5 %

Vikas Kumar Shares – 12.5%

Deepesh Sengar Shares – 12.5%

Dheeraj Rao shares –5 %

Shubham Baliyan shares – 1.5%

Remaining Company shares – 57% ( Management )

**Board of Directors**

Vikas Kumar – Founder / CFO

Deepesh Sengar – Founder / CEO

Vikas Rajput – Founder / CMO

**Co-Founders Role**

Dheeraj Rao – Co-Founder / Technical Manager

Shubham Baliyan – Data Manager

Till 1 year, No Profits are credited to CEO.

No Salary is given to founders and co-founders till 6 months. Salary structure will be decided after 5 months by CFO and CEO (Board of Directors).

Even Profits of CEO are decided after one year ranging between 4 to 9 % of yearly profit.

Deepesh

Rajput

CR

Technical Staff

Data Staff

Finance Staff

Finance Staff

Baliyan

Dheeraj

Marketing Staff

Finance Staff