

StartUp Costs Sheet : Giggles													
Start Up Costs (Initial)							Fixed Monthly Costs (for 1st Year)						
Cost Element	Description of Cost Element	Unit Description	Unit Nos	Rate (in INR)	Amount (in INR)	Additional Remarks	Cost Element	Description of Cost Element	Unit Description	Unit Nos	Rate (in INR)	Amount (in INR)	Additional Remarks
Legal	Legal fees for company registration and other intital legal matters.	One-time	1	50,000	50,000		Marketing	Cost of marketing the company's products/services	Monthly	12	15,000	180,000	Marketing, Content Creation, Design, Social Media Pages, Outreach Marketing, etc
Equipment Costs	Cost of purchasing necessary equipment for the business	One-time	1	50,000	50,000	The equipment needed to refurbish the toys, better packaging materials, etc.	Social Media Ads	Cost of marketing the company's products/services	Per Ad / Per Month	5000*12	5	300,000	Social Media Ads
Initial Inventory	Cost of purchasing initial inventory for the business	One-time	1	30,000	30,000	An initial inventory to generate traction for people to come to resell.	Rental - Warehouse	Monthly rental cost for the warehouse	Monthly	12	15,000	180,000	Researched as per costs in specific areas
Tech Costs	Cost of developing the company's website and app, purchasing domains, and setting up servers	One-time	1	1,50,000	150,000	Devloperment of the application on Flutter, having all servers, etc.	Tech Costs	Monthly cost of maintaining the company's website and app	Monthly	12	5,000	60,000	Tech-Costs
Security Deposit	Deposit paid for renting the warehouse	One-time	1	50,000	50,000	Researched as per costs in specific areas	Tech Intern	Monthly cost of hiring one technology intern	Monthly	12	20,000	240,000	Tech-Costs
Miscellaneous	Other one-time costs not listed above	One-time	1	20,000	20,000	Misc	Intern	Monthly cost of hiring one general intern	Monthly	12	5,000	60,000	Intern-Costs
Total Initial Start-Up Costs					350,000		Full Time Employee in Warehouse Cost	Monthly cost of hiring one full-time employee for the warehouse	Monthly	12	25,000	300,000	For the refurbishment process, only a house-help level help will work.
							Office Space	Rent for office space	Month	12	6,000	72,000	Incubation @ IIITD
							Networking Events	Going to networking events	Event	15	10,000	150,000	Going to various events.
							Miscellaneous	Other monthly costs not listed above.	Monthly	12	15,000	180,000	Misc
							Total Start-Up Costs for the first year					1,722,000	
Additional Remarks													
Development Costs: The one-time tech costs mentioned in the start-up cost sheet mainly cover the cost of developing the website and app, purchasing domains, and setting up servers. However, it is important to note that the development costs for Giggles also include the cost of developing the minimum viable product (MVP) with core features for the app. This will involve hiring a team of developers to create a functional, user-friendly app for both iOS and Android platforms. In addition to the app, Giggles will also require a website and social media pages on LinkedIn and Instagram for advertising and branding purposes. The total cost for development is estimated to be between 175-200K.													
Operations Costs: In addition to the fixed monthly costs listed in the start-up cost sheet, Giggles will also incur additional costs related to its day-to-day operations. These costs include warehousing, human resources, packaging, app maintenance, and pick-up and delivery charges. After careful calculations, we've estimated these costs to be around 850-900K for the first year of operation.													
Customer Acquisition Costs (Advertisements and Marketing): To acquire customers and promote the circular economy model for purchasing toys and gear for young children, Giggles will need to allocate a significant portion of its budget towards marketing and promotions. This will include running advertisements, referral schemes, and social media campaigns. We estimate this cost to be around 500-600K.													
Other Costs: Apart from the start-up and operational costs, Giggles will also incur other costs such as legal fees, company registration fees, and initial inventory setup costs. Additionally, a security deposit and rent will need to be paid for the warehouse rental. We estimate these costs to be around 350K.													