

AudioBud Deployment Plan

If we want to get our product into a wider market, we need to consider how much it will really cost to expand our product into those markets. Since we chose to build a Google Chrome extension, our only real overhead is a one-time developer sign-up fee of \$5. Using Google Chrome will also allow us to forgo many of the deployment issues that are a financial burden for most budding entrepreneurs (Google will fix the issues related to changes in Chrome/libraries/Web APIs/...). Given all of these incentives which might bring people to develop a Chrome Extension, it does not really affect our decision since we had already designed, built, and published our extension before considering the more long term side of deployment (thus making deployment an easy decision). Also, it makes the most sense for an open source project (it's on Github!) like ours to be free to download. There are no other costs or marketing strategies needed to enable the simple act of a user to download and use our app if they have a link or search for an audio visualizer through the Chrome webstore. However, there are some resources out there that, if we decided to retract the open source and decide for a more aggressive and profitable business, could make the process easy and potentially lucrative.

Here are a few:

1. Monetizing - Google also provides a simple system to take care of all monetizing needs through their Google Payments Merchant account. Google Payments Merchant requires no base fee to use the service which makes it a logical first choice for an application at our scale. How this would look, roughly, is that they would charge us per transaction depending on which business model we decided to implement. For a subscription

service style of payment or a simple one-time purchase, Google Payments Merchant charges a 5% fee. If we decided to model our business plan to be one dependant on in-app purchases, Google Payments charges a steeper fee of 30% (an example specific to our extension would be to release new visualizations and or sound modifications for the user to purchase).

2. Marketing/Advertising - Through Google, we can also manage how much our extension is promoted. There are, available in the webstore, other Google Chrome extensions which allow us to promote our product. The major advantage to this advertising plan is that there is no upfront cost for this as all charges occur after a user has clicked on the add (basically, a pay what you used service). Incase we were unsatisfied with the “free” options available to us, there are third party groups that do provide a promotion service such as ProductHunt. These are membership services where one can promote their product on websites which advertises the latest and greatest technologies. The subscription price for them is \$199/month.
3. Partnering - Hypothetically, we could try to partner with a major music app such as SoundCloud, Spotify, Pandora, etc. We would try to get our app integrated with their application. Examples of what this could look like would be the Soundcloud audio visualizer already built into the service, but, since their visualizer is only a simple averaging of the sound amplitude, we could sell them on our more interesting visualizations. Contacting them and then meeting with them in their respective headquarters would have some costs. These costs would be along the lines of travel

expenses and time away from development. Also, deals like this would require attorneys or lawyers to facilitate contracts and intellectual property rights.