AudioBud Deployment Plan

If we want to get our product into market, we have to think about the how much it will be to put our product into the market. Since, we chose to go with a Google Chrome extension our only overhead is a one-time developer sign-up fee of $5. Using Google Chrome also allows us to forgo many of the deployment issues that would be a problem for most budding entrepreneurs. We have already published our app and have decided to keep our app free. There are no other costs or marketing strategies involved to enable it. Although, there are some resources out there, if, we decided monetizing our app is what we wanted to do. Here are a few:

1. Monetizing - Google also takes care of all monetizing needs through their Google Payments Merchant account.   There is no base fee to use it. They charge per transaction depending on, which business model one decides to go with. For subscriptions and one-time purchases, it is a 5% fee. If, we went with in-app payments the going rate would be 30% per transaction.

2. Marketing/Advertising - Through google you can also manage how much your extension is promoted. You can use other extensions to have your extension placed into ads. There is no cost for this as well, unless it is clicked on. There are third party groups that do provide a promotion service such as ProductHunt. They are a membership service where one can promote their product on their website, 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. Contacting them and meeting with them in their respective headquarters would have some costs.