

Estimated Running Costs — NYC Venue Discovery App

Prepared by Grow Smart AI — February 2026

These are the estimated monthly costs for hosting and running the app post-launch. Most services have generous free tiers that will cover the development and early launch phases.

Development Phase (pre-launch)

Service	Cost	Notes
Supabase (Database)	\$0	Free tier: 500MB database, 1GB storage, 50K monthly active users
Google Places API	\$0	\$200/month free credit included
Transactional Email (Resend)	\$0	Free tier: 3,000 emails/month
Hosting (Vercel/Expo)	\$0	Free tier covers development
Apple Developer Account	\$99/year	One-time setup, required for App Store
Google Play Developer	\$25 one-time	One-time setup, required for Play Store

Development phase total: ~\$0/month (plus ~\$124 in one-time store fees)

Early Launch (0–500 users)

Service	Monthly Cost	Notes
Supabase	\$0	Free tier handles up to ~50K MAU
Google Places API	\$0–50	~\$17 per 1,000 Place Details requests. \$200/month free credit covers ~11,700 requests

Supabase	\$0	Free tier handles up to ~50K MAU
Transactional Email	\$0	3,000 emails/month free (Resend)
Hosting	\$0–20	Free tier likely sufficient; Pro ~\$20/month if needed

Early launch total: ~\$0–70/month

Growth Phase (500–5,000 users)

Service	Monthly Cost	Notes
Supabase Pro	\$25	8GB database, 100GB storage, daily backups
Google Places API	\$50–200	Depends on venue page views. Cache aggressively to reduce calls
Transactional Email	\$0–20	Resend free up to 3K/month, then ~\$20/month
Hosting	\$20	Vercel Pro or equivalent
Error Monitoring (Sentry)	\$0	Free tier: 5K events/month

Growth phase total: ~\$95–265/month

Cost Reduction Strategies

- Cache Google data aggressively** — Store venue details locally after first fetch. Reduces API calls by 80%+.
 - Rate limit API calls** — Only fetch fresh data when a venue hasn't been updated in 24–48 hours.
 - Google's \$200 free credit** — Covers roughly the first 11,700 Place Details calls per month at no cost.
 - Auto-switch to platform reviews** — After 10+ user reviews, stop pulling Google data for that venue entirely.
 - Supabase free tier** — Handles significant traffic before needing to upgrade.
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Summary

Phase	Users	Est. Monthly Cost
Development	0	\$0
Early launch	0–500	\$0–70
Growth	500–5,000	\$95–265
Scale	5,000+	\$300+ (priced at that stage)

The app is essentially free to run during development and early launch. Costs only start appearing at scale, by which point the app should be generating revenue or have investment.

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