

## **Dogstagram Deployment Plan**

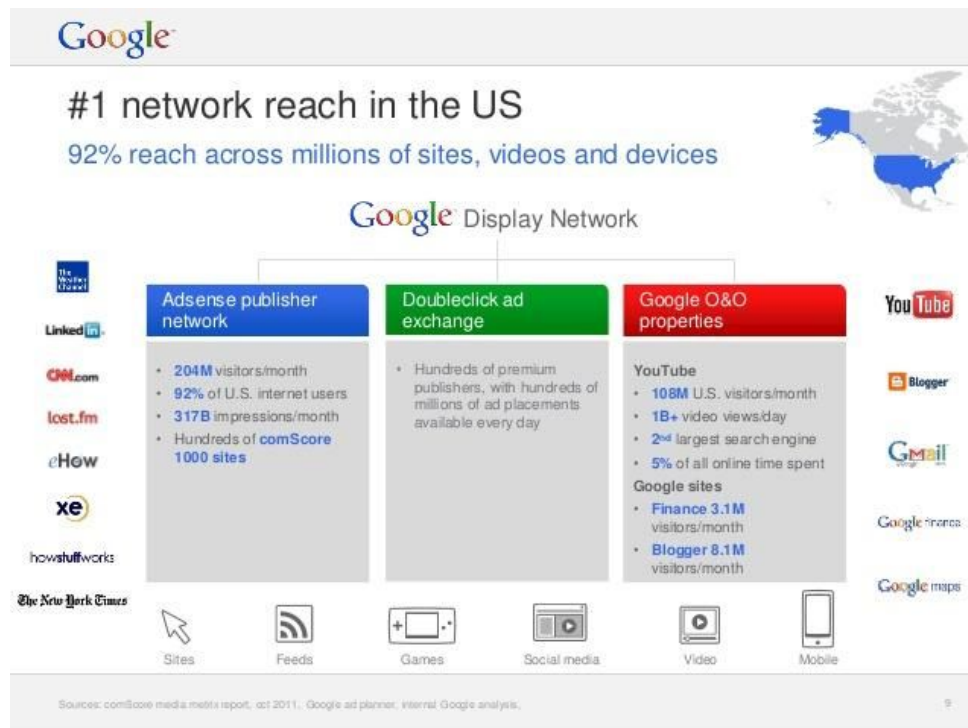
Maintaining our creation after deployment is no small undertaking. Some of the regular costs throughout this first year would include hiring developers to maintain the platform (and take care of bugs) and maintaining overhead initially taken care of while deploying the product.

First and foremost would be hiring a team of developers to continue to develop the code and combat inevitable issues upon deployment. For a small startup team such as Dogstagram, we wouldn't require more than probably three software developers to begin with. With the average salary of about \$70,000 for software developers in Kansas City, this seems like a good target salary for each of the three software developers.<sup>1</sup>

As touched on in the deployment plan, we would require technical support to keep Dogstagram up and running. This would largely involve continuing to pay for the Firebase servers, which are \$25 per month or \$300 per year, and continuing the payments for the domain name (\$19.98 for the first year). Additionally, Apple's developer payments are subscription-style, so the \$99 fee would be recurring annually. If we decided to expand to the Windows store, the cost for developers would be \$19 every year.

Something we would look into more extensively after launch would be the marketing strategy to maintain. The deployment plan focused on a conference attendance as well as marketing through Instagram, but additional options would be pursued during the first year; some of these options include Facebook advertising, Twitter advertising, and web advertising. Facebook advertising is done through the same platform as Instagram advertising, so the cost and payment structures are very

similar; Instagram costs approximately \$6.70 per thousand views. Twitter advertising can cost \$0.50–\$4.00 per engagement, and Google web advertising costs about \$9500 per month.



Something else Dogstagram would eventually need would be a physical space to headquarter in. At this early stage, a large area would not be needed, so we could get a small office on Massachusetts Street in Lawrence.<sup>2</sup> This property costs \$925 per month to lease.

Overall, disregarding costs with overlap with deployment, maintenance costs would amount to \$335,119 for the first year.

## References:

1. PayScale

([https://www.payscale.com/research/US/Job=Software\\_Engineer/Salary/116ecffa/Kansas-City-MO](https://www.payscale.com/research/US/Job=Software_Engineer/Salary/116ecffa/Kansas-City-MO))

2. Office Space

(<https://42floors.com/us/ks/lawrence/800-1-2-massachusetts-st?listings=1426057>)

3. Domains.com

([https://www.domain.com/registration?\\_\\_token\\_timestamp\\_\\_=1557369543&\\_\\_token\\_val\\_\\_=ef7920832f236990b867f024e614d855&flow=domainDFE&flowid=25&page=1&search=dogstagram#/domainDFE/1](https://www.domain.com/registration?__token_timestamp__=1557369543&__token_val__=ef7920832f236990b867f024e614d855&flow=domainDFE&flowid=25&page=1&search=dogstagram#/domainDFE/1))

4. Apple (<https://developer.apple.com/support/compare-memberships/>)

5. AppyPie

(<https://www.appypie.com/faqs/how-much-does-a-googleapple-developer-account-cost>)

6. Instabug (<https://instabug.com/blog/how-to-submit-app-to-app-store/>)

7. Wordstream

(<https://www.wordstream.com/blog/ws/2017/07/05/online-advertising-costs>)