

Dogstagram Deployment Plan

Our team plans on releasing our product to the market through both the Apple and Google Play app stores. For the Apple App Store release, there is a whole process involved: code signing, creating an iTunes Connect record for the app, archiving and uploading the app with Xcode, configuring the app's data and details, submitting it for review, etc.¹ To sign up for the Apple Development Program, there is a \$99 fee. For the Google Play store, there is a one-time fee of \$25 to gain access to a developer's account.

Additionally, we would need to purchase a domain for Dogstagram. Unfortunately, dogstagram.com is unavailable, but many other domain variations are available and inexpensive. Our favorite available domain is probably dogstagram.co, which is \$19.98 for one year and \$58.96 for two years on domains.com.²

dogstagram.net	\$12.99	Add To Cart →
dogstagram.org	\$14.99	Add To Cart →
dogstagram.tech ★Featured Domain	\$6.99	Add To Cart →
dogstagram.space ★Featured Domain	\$2.99	Add To Cart →
dogstagram.online ★Featured Domain	\$5.99	Add To Cart →

Another cost we'd likely incur would be purchasing a logo. According to Deluxe (a small business service company), a good logo would cost anywhere from \$100 to over \$1000.⁴ I imagine we would want to invest in a good logo for the long-term, especially as the app industry is very competitive, so we'd likely invest around \$500.

Additionally, we would need to spread the word of the app. This would initially be done through attending conferences for app development and promotion. There are several to choose from, but it seems to make sense to start within the United States before spending more to go overseas. The one we would probably attend would be Mobile Next in Litchfield Park, Arizona, as most of the other conferences this year have already happened or have closed ticket sales. Mobile Next would cost about \$1500 for a team of three to attend the conference plus hotel and travel fees of about \$2000, for three one-person rooms in the hotel of the conference and flights.⁵

We'd also advertise on Instagram to gain initial interest. With a target audience of 5,000 people to begin with and an average cost per thousand views at \$6.70, it would only cost around \$35 to gain significant initial, targeted exposure.⁶

Finally, we would pay for the servers to store all of the data. With Firebase Flame costing \$25 per month, the first year would total at \$300.

Overall, these upfront costs total to around \$4500 (\$4478.98 to be exact based on these numbers).

References:

1. Instabug (<https://instabug.com/blog/how-to-submit-app-to-app-store/>)
2. Domains.com
(https://www.domain.com/registration?__token_timestamp__=1557369543&__token_val__=ef7920832f236990b867f024e614d855&flow=domainDFE&flowid=25&page=1&search=dogstagram#/domainDFE/1)
3. Apple (<https://developer.apple.com/support/compare-memberships/>)

4. Deluxe

(<https://www.deluxe.com/sbrc/logo/much-professional-logo-design-cost>)

5. Mobile Next (<https://mobileshopping.wbresearch.com/srspricing>)

6. Thrivehive (<https://mobileshopping.wbresearch.com/srspricing>)