



# DEPLOYMENT PLAN

EECS 448 PROJECT 4  
BY TEAM 7



# DOMAIN NAME

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**Estimated Cost: \$15**  
for a brand new domain

Our app will need to be hosted on the web for clients to access it, which means we'll need a domain name and hosting server. Domain names can be purchased from a registrar such as GoDaddy or BlueHost.

Users will be able to access the app at the normal domain URL.

Example: **team7app.com**

Developers will be able to access the app's test server at a subdomain URL.

Example: **dev.team7app.com**

# WEB HOSTING

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**Estimated Cost: \$450**  
for a dedicated server

Once we get a domain name set up, we'll need a hosting server. Our app is designed to serve a high volume of users requiring CPU-intensive tasks, so we'll want to go with a good dedicated web hosting server.

## **Our server should have:**

- A controlled hosting environment
- Unlimited bandwidth
- High performance processor
- Security and DDOS protection

# MARKETING



**Estimated Cost: \$7,500**  
for social media campaign and ads

## Target Audience:

Casual and social gamers

## Marketing Plan:

### 1. Social media campaign

We will launch a social media campaign on sites such as Facebook, Twitter, and Reddit. Social media will help keep our user base engaged and lead to viral growth via word of mouth.

### 2. Advertisement

Facebook is a major hub for many social gamers, and would be ideal for exposing our app to our core audience via advertisements on news feeds and Facebook games.

# FUNDING

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**Estimated Cost: \$500**  
in fees for a \$10,000 goal

At this point, we're also going to need money to go towards our initial development costs, since we won't have revenue yet. Kickstarter is ideal for this, due to its popularity and all-or-nothing funding goals. Also great for marketing!

## **Crowdfunded money will go towards:**

- Hiring costs
- Early support and development
- More games at launch
- Maintenance costs

# COST BREAKDOWN

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**Domain Name: \$15**

**Server: \$450**

**Marketing: \$7,500**

**Funding: \$500**

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**Total Cost: \$8,465**