**A/B Testing** - Based on no.of users (per 100k user testing) assuming 8-11% eligible users,

* Google optimize - FREE - Only few times at a time (for starting months of app release date)
* ABTasty - $40 dollars/month
* Crazy egg -$25dollars/month
* Apptimize
* Covertize - $59/month
* First Year Expenses - Google Optimize (Starting months): Free ABTasty: $480/year Crazy Egg: $300/year Covertize: $708/year

**Online Payment gateway services**

* Paypal - $0.49 + 3.49%, no monthly fee
* Stripe - 2.9% + $0.30, $0 monthly fee
* Braintree - $0.49 + 2.59%, Paypal included
* Square - $0.3 + 2.9%, no monthly fee
* Payment Depot - $79 monthly, for 250000$ transactions annually - 950$ annually

**Data Analysis**-

* Power Bi Pro - $10/month, Power BI Pro: $120/year

**Push notification services**:

* Firebase - Free

**Development Tools**:

* Service Provider: **JetBrains** (for IDEs like IntelliJ IDEA), GitHub (for version control)
* Pricing: JetBrains IDEA Ultimate subscription: $499/year per user. GitHub offers free and paid plans starting from $4/user/month.
* JetBrains IDEA Ultimate subscription: $499/year per user GitHub (based on team size): Starting from $48/user/year
* Reason: JetBrains provides powerful IDEs for Java development, while GitHub facilitates collaboration and version control for the development team.

**AI Services**:

* Service Provider: **Google Cloud AI Platform**
* Pricing: $300 for 3 months, Costs vary based on usage of AI services such as natural language processing, machine learning, and chatbots. Estimate monthly costs based on projected usage.
* Google Cloud AI Platform: $1,200/year (based on $300 for 3 months)
* Reason: Google Cloud AI Platform provides comprehensive AI services and tools for building and deploying AI models, including the AI recommender and chatbot features of the Java Genie app.

**CRM Software (Salesforce)**:

* Estimated Cost: $25 - $300 per user per month
* Estimated Cost: $300 - $3,600 per user per year
* Pricing Explanation: Salesforce offers various pricing tiers with different features and support levels. Basic plans start at $25 per user per month, while premium plans can cost up to $300 per user per month. Salesforce CRM pricing varies based on factors such as:
  + User Licenses: The number of users accessing the CRM platform, with different pricing tiers for each user type (e.g., sales, marketing, service).
  + Features: Pricing may increase with access to advanced features like automation, analytics, and customization.
  + Support: Additional costs for premium support, training, and consulting services.

**Content Management System (WordPress)**:

* Estimated Cost: $100 - $500 per year
* Pricing Explanation: WordPress costs include:
  + Hosting Plan: Charges for web hosting services to host the WordPress website, with options for shared hosting, VPS, or dedicated servers.
  + Domain Registration: Annual fees for registering and renewing the company's domain name.
  + Themes and Plugins: Optional expenses for premium WordPress themes and plugins for enhanced functionality and design
  + Costs include web hosting fees, domain registration, and optional expenses for premium themes and plugins. Shared hosting plans typically range from $100 to $500 per year.

**Email Marketing and Automation (Mailchimp)**:

* Estimated Cost: $10 - $300 per month
* Estimated Cost: $120 - $3,600 per year
* Pricing Explanation: Mailchimp pricing is based on:
  + Subscriber Count: The number of subscribers in the company's email list, with tiered pricing plans based on subscriber tiers.
  + Email Volume: Charges may increase with the frequency of email campaigns and the total number of emails sent per month.
  + Advanced Features: Additional costs for access to advanced automation, segmentation, and analytics features.
  + Basic plans start at $10 per month for up to 500 subscribers, while premium plans can cost up to $300 per month for large subscriber lists.

**Customer Support and Helpdesk (Zendesk)**:

* Pricing Explanation: Zendesk pricing considerations include:
  + Estimated Cost: $20 - $150 per user per month. Basic plans start at $20 per user per month, while enterprise plans can cost up to $150 per user per month.
  + Estimated Cost: $240 - $1,800 per user per year
  + Agent Licenses: Monthly fees per support agent accessing the Zendesk platform, with different plans offering varying levels of features and support.
  + Ticket Volume: Charges based on the number of customer support tickets processed or resolved within a billing period.
  + Add-Ons: Additional costs for premium add-ons such as live chat, knowledge base, and analytics modules.

**Accounting and Financial Management (QuickBooks Online):**

* Estimated Cost: $15 - $150 per month
* Estimated Cost: $180 - $1,800 per year
* Pricing Explanation: Basic plans start at $15 per month, while advanced plans can cost up to $150 per month for additional services. QuickBooks Online pricing factors include:
  + Subscription Plan: Monthly or annual fees for different subscription plans offering varying levels of features and support.
  + Number of Users: Additional costs for adding multiple users or accounting professionals to the QuickBooks account.
  + Additional Services: Optional fees for services like payroll processing, tax filing, and financial advisory.

**Project Management and Task Tracking (Asana):**

* Estimated Cost: $10 - $30 per user per month
* Estimated Cost: $120 - $360 per user per year
* Pricing Explanation: Basic plans start at $10 per user per month, while premium plans can cost up to $30 per user per month. Asana pricing is determined by:
  + Workspace Members: Charges based on the number of users collaborating within the Asana workspace, with different plans offering varying member limits.
  + Premium Features: Additional costs for access to premium features such as timeline view, advanced reporting, and custom fields.
  + Support: Optional fees for priority support, training, and consulting services.

**Document Collaboration and Storage (Google Workspace):**

* Estimated Cost: $6 - $25 per user per month
* Estimated Cost: $72 - $300 per user per year
* Pricing Explanation: Google Workspace costs include:
  + User Licenses: Monthly or annual fees per user accessing the Google Workspace suite of productivity tools, with different plans offering varying features and storage limits.
  + Storage Quota: Additional costs for storage upgrades beyond the storage quota per user included.
  + Advanced Security: Optional fees for advanced security features like data loss prevention, eDiscovery, and advanced threat protection.
  + Basic plans start at $6 per user per month, while business plans can cost up to $25 per user per month for additional features.

**Customer Feedback and Survey Software (SurveyMonkey):**

* Estimated Cost: $25 - $100 per user per month
* Estimated Cost: $300 - $1,200 per user per year
* Pricing Explanation: SurveyMonkey pricing depends on:
  + Survey Responses: Charges based on the number of survey responses collected within a billing period, with tiered pricing plans for different response limits.
  + Features: Additional costs for access to advanced features such as question branching, skip logic, and custom branding.
  + Support: Optional fees for priority support, survey design consulting, and training services
  + Basic plans start at $25 per user per month, while premium plans can cost up to $100 per user per month.

**Website Development and Maintenance:**

* Service Provider: **Wix**
* Pricing: Free plan available, Premium plans range from $14 to $49 per month
* Pricing Explanation: Wix offers a user-friendly platform with drag-and-drop website building tools. Premium plans include hosting, custom domain, and additional features such as e-commerce integration and advanced analytics.

**Content Creation and SEO:**

* Service Provider: **SEMrush**
* Pricing: Starting at $99.95 per month (Pro plan) Pricing Explanation: SEMrush offers comprehensive SEO tools for keyword research, content optimization, and competitor analysis. The Pro plan includes features like keyword tracking, site audit, and backlink analysis.
* Reason: SEMrush provides valuable insights and data-driven recommendations to improve website visibility and rankings on search engines, essential for attracting organic traffic.

**Social Media Campaigns**:

* Service Provider: **Hootsuite**
* Pricing: Starting at $19 per month (Professional plan)
* Pricing Explanation: Hootsuite offers social media management tools for scheduling posts, monitoring engagement, and analyzing performance across multiple platforms. The Professional plan supports up to 10 social profiles and includes advanced analytics.
* Reason: Hootsuite streamlines social media management tasks, saves time, and enables efficient campaign execution and tracking, essential for maintaining a consistent online presence.
* **Promotional Materials:**
* Service Provider: **Vistaprint**
* Pricing: Varies based on products and quantities
* Pricing Explanation: Vistaprint offers a wide range of customizable promotional materials, including business cards, flyers, banners, and branded merchandise. Prices depend on the type of product, design options, and quantity ordered.
* Reason: Vistaprint provides high-quality printing services with fast turnaround times and competitive pricing, suitable for producing promotional materials for trade shows, events, and marketing campaigns.

**Trade Shows and Events:**

* Service Provider: **Eventbrite**
* Pricing: Service fees apply per ticket sold (varies based on ticket price)
* Pricing Explanation: Eventbrite is an online ticketing platform that facilitates event registration, ticket sales, and attendee management. Service fees are typically a percentage of the ticket price or a fixed amount per ticket sold.
* Reason: Eventbrite offers a user-friendly platform for event organizers to promote and manage trade shows and events, with features for online registration, payment processing, and attendee communication.

**Branding and Design Services:**

* Service Provider: **99designs**
* Pricing: Starting at $299 for logo design contest
* Pricing Explanation: 99designs is a crowdsourcing platform that connects businesses with freelance designers for logo design, branding, and graphic design projects. Prices vary depending on the type and complexity of the design contest.
* Reason: 99designs provides access to a diverse pool of talented designers and offers multiple design concepts to choose from, ensuring high-quality branding and design solutions tailored to business needs.

**Antivirus and Endpoint Protection**:

* Service Provider: Bitdefender, McAfee, Symantec
* Pricing: Approximately $30 - $60 per device per year
* Reason: These tools provide essential protection against malware, ransomware, and other cyber threats for all devices used within the company.

**Firewall and Network Security**:

* Service Provider: Cisco, Palo Alto Networks, Fortinet
* Pricing: Firewall appliances can range from $500 to $10,000 or more, depending on features and capacity. Annual subscriptions for firewall services may cost $500 - $5,000 per year.
* Reason: Firewalls are essential for securing the network perimeter and controlling incoming and outgoing traffic to prevent unauthorized access and cyber-attacks.

**Intrusion Detection and Prevention Systems (IDPS):**

* Service Provider: Snort, Suricata, Cisco Firepower
* Pricing: IDPS solutions may cost $1,000 - $5,000 per year for software licenses, plus additional fees for hardware appliances if required.
* Reason: IDPS tools monitor network traffic for suspicious activity and help detect and prevent cyber threats such as intrusions, exploits, and malware attacks.

**Penetration Testing and Vulnerability Assessment:**

* Service Provider: Rapid7, Tenable, Qualys
* Pricing: Penetration testing services may cost $5,000 - $20,000 per engagement, while vulnerability assessment tools may have annual subscription fees of $2,000 - $10,000.
* Reason: Regular penetration testing, and vulnerability assessments help identify and remediate security weaknesses in the systems and infrastructure before they can be exploited by cyber attackers.