

Business Plan --> GroupBA

Financials

Growth Projections

+ __User base__

We can expect around 1000 users within the first month based on the response we have gotten on social media pre-launch. Based on that we also predict steady growth to a user base of around 4500 in month 6(assuming 750 people/month).

We also want to make sure users stay, so keeping the app fresh with news and interesting features is important to keep people using it.

+ __Bootstrapping__

Provisionally we are following a bootstrapping business model. We will take the money we earn and invest in resources and/or advertisement. Though assessing growth monthly, we can ascertain whether are current server is bottlenecking our growth with the growth of the userbase. We are willing to finance, be it personal funds or a bank loan, the purchase of new servers if growth suits.

Revenue Projections

+ __Advertisement__

Running Google Adsense, at daily traffic of 1000 visits ~30000 visits per month according to: (under content category of "People and Society")

“<https://www.google.com/adsense/start/#calculator>“

we could be looking at an annual revenue of $\hat{a}=1055$ ($\hat{a}=87/\text{mnth}$). Similarly based on growth projections after 6 months of userbase 4500, under current ratio of daily visits we could expect a similar daily website traffic which gains an annual revenue of $\hat{a}=4681$ ($\hat{a}=390/\text{mnth}$).

Running Google AdMob at a daily traffic of about 400 users ~12000 users per month according to: (under content category of "Social" and device "Android")

“<https://admob.google.com/home/#calculator>“

we could be looking at an annual revenue of $\hat{a}=157$ ($\hat{a}=13/\text{mnth}$). Similarly to the website based on the ratio of daily traffic and user base ($400/1000=4:10$), at 6 months userbase of 4500(daily traffic 1800 users) that is $\hat{a}=630$ annually($\hat{a}=52/\text{mnth}$).

+ __Donations__

On our site there is a donate plan to which users can subscribe to at $\hat{a}=10/\text{mnth}$ as well as a one time "buy us a coffee" donation of $3\hat{a}$. The subscription allows elimination of advertisement on the app.

Based on month 1 app traffic(400 users/day -> 1000 user base * 40%), assuming 0.5% of people opt into

