

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 €1055(~€87/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 €4681(~€390/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 €157(~€13/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 €630 annually(~€52/mnth).

- **Donations**

On our site there is a donate plan to which users can subscribe to at €10/mnth aswell as a one time “buy us a coffee” donation of 3€. 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 a subscription and with 5 coffees/mnth(1.25%) thats 420€ annually(35€/mnth)

In 6 months time @1800 users/day we could be looking at 1872€ annually(156€/mnth)

Expenses

- **Application launch**

Because our product is an app we have to consider the price of putting it on the app store. It will cost \$99 per annum to put our app on the Apple store and a \$25 one time fee to put it on the Google Play store.

Taking this into consideration we have decided to not launch on the Apple store provisionally for 3 years while we test it's success on the Google Play store.

- **Server**

It should cost maximum €15/month to keep the server running. That is managing a database and backend for the app aswell as our static website.

The domain name www.vestigium.ie is available at an upfront cost of €2.99 at <https://www.letshostbilling.com>

Fortunately there is no upfront cost for the server as Cathal will host the services on a spare tower in his residence.

total upfront cost of(excluding monthly server fee): ~€26

Cash Flow

	Month 1	Month 6
Income		
Donations	35	156
Advertisement		
- Website	87	390
- App	13	52
Expenses		
server	15	15
upfront costs	26	0
advertisement	0	100
Monthly Cash Flow	91	483
Annual Cash Flow	1378	5796