

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 user-base. 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 user-base 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 user-base 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 as well 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 as well 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