

Management

| Management | Monatlich | | | | Jährlich |
|------------|-----------|--|--|--|----------|
| | | | | | |
| CEO | 6.000 | | | | 72.000 |
| CTO | 6.000 | | | | 72.000 |
| CFO | 6.000 | | | | 72.000 |
| CMO | 6.000 | | | | 72.000 |

Product

| Product | Monatlich | | | | Jährlich |
|-----------------------|-----------|--|--|--|----------|
| | | | | | |
| Head Product Owner | | | | | |
| Product Owner iOS | 3.000 | | | | 36.000 |
| Product Owner Android | 3.000 | | | | 36.000 |

Software Development

| Software Development | Monatlich | | | | Jährlich |
|----------------------|-----------|--|--|--|----------|
| Head Backend | 5.000 | | | | 60.000 |
| Dev Backend iOS | 3.750 | | | | 45.000 |
| Dev Backend iOS | 3.750 | | | | 45.000 |
| Dev Backend iOS | 3.750 | | | | 45.000 |
| Dev Backend Android | 3.750 | | | | 45.000 |
| Dev Backend Android | 3.750 | | | | 45.000 |
| Dev Backend Android | 3.750 | | | | 45.000 |
| Dev Frontend Head | 5.000 | | | | 60.000 |
| Dev Frontend iOS | 3.750 | | | | 45.000 |
| Dev Frontend iOS | 3.750 | | | | 45.000 |
| Dev Frontend Android | 3.750 | | | | 45.000 |
| Dev Frontend Android | 3.750 | | | | 45.000 |

Marketing / Sales

| Marketing / Sales | Monatlich | | | | Jährlich |
|--------------------------------|-----------|--|--|--|----------|
| SEO Expert | 3.000 | | | | 36.000 |
| Digital Marketing Social Media | 3.000 | | | | 36.000 |
| Digital Marketing Social Media | 3.000 | | | | 36.000 |
| Direkt Marketing | 2.900 | | | | 34.800 |
| Direkt Marketing | 2.900 | | | | 34.800 |

Gesamt

| Gesamt | |
|--------|------|
| | 1.10 |

| Management | Gesamt |
|------------|---------|
| | |
| CEO | |
| CTO | |
| CFO | |
| CMO | 288.000 |

| Product | |
|-----------------------|--------|
| | |
| Head Product Owner | |
| Product Owner iOS | |
| Product Owner Android | 72.000 |

| Software Development | Gesamt |
|----------------------|---------|
| Head Backend | |
| Dev Backend iOS | |
| Dev Backend iOS | |
| Dev Backend iOS | |
| Dev Backend Android | |
| Dev Backend Android | |
| Dev Backend Android | |
| Dev Frontend Head | |
| Dev Frontend iOS | |
| Dev Frontend iOS | |
| Dev Frontend Android | |
| Dev Frontend Android | 570.000 |

| Marketing / Sales | Gesamt |
|--------------------------------|---------|
| SEO Expert | |
| Digital Marketing Social Media | |
| Digital Marketing Social Media | |
| Direkt Marketing | |
| Direkt Marketing | 177.600 |

Tabelle 1

| Facebook | Werbeumsätze in Europa 2018 Q4 | 4087 mio | | | 80.789.799 |
|------------------------------|--|------------------------------|---------------------------------|------------------------------|-------------------------------------|
| | Mtl aktive mobile Nutzer Europa 2018 Q4 | 381 mio | | | |
| | Mtl aktive mobile Nutzer Deutschland 2018 Q4 | 29 mio | 34,9% der Deutschen Bevölkerung | | |
| | Umsatz pro Nutzer 2018 Q4 Europa | 10,98 Dollar | | | |
| | | | | | |
| Einwohner Deutschland | | 83,02 mio | | | |
| | | | | | |
| | Klicken auf eine Werbeanzeige | 5-15% | | | |
| | | 26% kaufen am liebsten Lokal | 21,58 mio | 34% davon = 7.531.420 Nutzer | *10\$ = 75.314.200 |
| | | | | | |
| | | | | | Mittelwert 78.051.999\$ pro Quartal |
| | | | | | |
| | | | | | |