■ App Store Publishing Requirements

Complete checklist for registering OITH LLC and publishing to Google Play & Apple App Store

■ PHASE 1: LLC REGISTRATION

Timeline: 1-7 days | Cost: $50-$150

Requirements Checklist

- ■ Choose state of incorporation (recommended: Delaware or Wyoming)
- ■ Business name: **OITH LLC** or **Only in the Hills LLC**
- ■ Registered agent (self or service)
- ■ Operating Agreement
- ■ File Articles of Organization with state

State Filing Fees

State	Filing Fee	Processing Time
Delaware	$90	1-2 days
Wyoming	$100	1-2 days
Pennsylvania	$125	5-7 days
California	$70	3-5 days
Nevada	$75	3-5 days

Recommended Filing Services

Service	Cost	Notes

ZenBusiness	$0 + state fee	Fast, reliable
Northwest Registered Agent	$39 + state fee	Includes 1 year registered agent
LegalZoom	$79 + state fee	Well-known brand
Incfile	$0 + state fee	Budget option

Documents Needed

1. **Articles of Organization** - Filed with state (see `ARTICLES_OF_ORGANIZATION.md`)
2. **Operating Agreement** - Internal document (see `OPERATING_AGREEMENT.md`)
3. **EIN Confirmation** - From IRS (see `EIN_APPLICATION_GUIDE.md`)

■ PHASE 2: EIN (EMPLOYER IDENTIFICATION NUMBER)

Timeline: Immediate | Cost: FREE

Application Process

1. Go to:
https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online
2. Select "Limited Liability Company" as entity type
3. Select "Started new business" as reason
4. Enter LLC information
5. Receive EIN immediately upon completion

Information Needed

- ■ Legal name of LLC
- ■ State where LLC was formed
- ■ Date LLC was formed
- ■ Responsible party name & SSN
- ■ Business address
- ■ Business phone number

■ PHASE 3: D-U-N-S NUMBER

Timeline: 1-14 days | Cost: FREE

Required for both Google Play (organization) and Apple Developer Program

Application Process

1. Go to: https://www.dnb.com/duns-number/get-a-duns.html
2. Click "Get your D-U-N-S Number"
3. Search to confirm business doesn't already have one
4. Complete application with business details
5. Wait for email confirmation (typically 1-14 business days)

Information Needed

- ■ Legal business name
- ■ Business address
- ■ Business phone number
- ■ Number of employees
- ■ Year business started
- ■ Primary contact information

Expedited Options

- Apple provides expedited D-U-N-S lookup through their enrollment process
- Can take 2-5 days through Apple vs 14 days direct

■ PHASE 4: BUSINESS BANK ACCOUNT

Timeline: Same day | Cost: $0-25/month

Recommended Banks for Startups

Bank	Monthly Fee	Notes

Mercury	$0	Best for startups, online-only
Relay	$0	Good for budgeting features
Novo	$0	Integrates with many tools
Chase Business Complete	$15/mo (waivable)	Physical branches
Bank of America	$16/mo (waivable)	Physical branches

Documents Needed

- ■ EIN confirmation letter
- ■ Articles of Organization
- ■ Operating Agreement
- ■ Government-issued ID
- ■ Business address proof

■ PHASE 5: GOOGLE PLAY DEVELOPER ACCOUNT

Timeline: 1-2 days | Cost: $25 (one-time)

Account Registration

1. Go to: https://play.google.com/console
2. Sign in with Google Account
3. Pay $25 registration fee
4. Choose account type: **Organization** (not Individual)
5. Complete identity verification
6. Submit for review

Requirements Checklist

- ■ Google Account (create business-specific account)
- ■ Valid payment method (credit/debit card)
- ■ D-U-N-S Number
- ■ Business name matching LLC

- ■ Business address
- ■ Business phone number
- ■ Business website URL

Identity Verification

- Photo ID verification through Google
- May require video call
- Processing: 24-48 hours

■ PHASE 6: APPLE DEVELOPER PROGRAM

Timeline: 1-3 weeks | Cost: $99/year

Enrollment Process

1. Get D-U-N-S Number (if not already obtained)
2. Go to: https://developer.apple.com/programs/enroll/
3. Sign in with Apple ID (create business-specific account)
4. Select "Organization" enrollment
5. Enter D-U-N-S Number
6. Complete verification process
7. Pay $99 annual fee
8. Wait for Apple review

Requirements Checklist

- ■ Apple ID (business-specific email recommended)
- ■ D-U-N-S Number (must be active/valid)
- ■ Legal entity name matching D-U-N-S exactly
- ■ Legal binding authority (or Letter of Authorization)
- ■ Business website with:
- ■ Privacy Policy page
- ■ Contact information
- ■ Support page/email

- ■ Valid phone number for verification call

Verification Process

Apple may require one of:
- Video call verification
- Notarized document
- Letter from legal/accounting professional

Common Rejection Reasons

- D-U-N-S info doesn't match enrollment info
- Website doesn't show privacy policy
- Business name mismatch
- Unable to verify legal authority

■ PHASE 7: PRE-SUBMISSION APP REQUIREMENTS

Both Stores Require

Legal Documents

- ■ **Privacy Policy** - Must be hosted at public URL
- ■ **Terms of Service** - Must be hosted at public URL
- ■ **Support Contact** - Email or web URL

App Store Listing Assets

Asset	Google Play	Apple App Store
App Icon	512x512 PNG	1024x1024 PNG
Feature Graphic	1024x500 PNG	N/A
Screenshots (Phone)	Min 2, up to 8	Min 1, up to 10
Screenshots (Tablet)	Optional	Required for iPad
Video Preview	Optional (YouTube)	Optional (App Preview)

Short Description	80 chars	30 chars (subtitle)
Full Description	4000 chars	4000 chars

Content Ratings

- ■ Complete age rating questionnaire
- ■ ESRB rating (US)
- ■ PEGI rating (Europe)
- ■ Other regional ratings as needed

Data Safety / Privacy Labels

- ■ Declare all data collected
- ■ Declare data sharing practices
- ■ Declare data security measures
- ■ Declare account deletion capability

Dating App Specific Requirements

- ■ Age verification/restriction (18+)
- ■ Content moderation system
- ■ User reporting mechanism
- ■ Block/unmatch functionality
- ■ Safety tips/guidelines for users

■ TOTAL COST SUMMARY

One-Time Costs

Item	Cost
LLC State Filing Fee	$50 - $150
EIN	FREE

D-U-N-S Number	FREE
Google Play Developer	$25
Total One-Time	**$75 - $175**

Annual Costs

Item	Cost
Registered Agent (if using service)	$0 - $150
Apple Developer Program	$99
State Annual Report (varies by state)	$0 - $300
Total Annual	**$99 - $549**

First Year Total: $175 - $725

■ RECOMMENDED TIMELINE

Week	Tasks
Week 1	Register LLC, Get EIN, Apply for D-U-N-S
Week 2	Open business bank account, Register Google Play ($25)
Week 2-3	D-U-N-S number arrives
Week 3	Apply for Apple Developer Program ($99)
Week 3-4	Complete Apple verification process
Week 4-5	Apple approval (can take up to 2 weeks)
Week 5-6	Prepare app assets and descriptions

Week 6+	Submit apps for review

■ IMPORTANT LINKS

Government

- IRS EIN Application:
https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online
- D-U-N-S Lookup: https://www.dnb.com/duns-number/get-a-duns.html

App Stores

- Google Play Console: https://play.google.com/console
- Apple Developer: https://developer.apple.com/programs/enroll/

Documentation

- Google Play Policy Center: https://play.google.com/about/developer-content-policy/
- Apple App Store Guidelines: https://developer.apple.com/app-store/review/guidelines/
- Apple Human Interface Guidelines: https://developer.apple.com/design/human-interface-guidelines/

LLC Formation Services

- ZenBusiness: https://www.zenbusiness.com
- Northwest Registered Agent: https://www.northwestregisteredagent.com
- LegalZoom: https://www.legalzoom.com

✓ MASTER CHECKLIST

Business Formation

- ■ Choose state for LLC
- ■ Register LLC with state
- ■ Receive Articles of Organization
- ■ Create Operating Agreement

- ■ Obtain EIN from IRS

- ■ Apply for D-U-N-S Number

- ■ Open business bank account

Google Play

- ■ Create Google Account for business

- ■ Pay $25 registration fee

- ■ Complete identity verification

- ■ Account approved

Apple Developer

- ■ Create Apple ID for business

- ■ Verify D-U-N-S Number is active

- ■ Enroll in Apple Developer Program

- ■ Pay $99 annual fee

- ■ Complete verification (video call/notarization)

- ■ Enrollment approved

Pre-Submission

- ■ Privacy Policy hosted online

- ■ Terms of Service hosted online

- ■ Support contact ready

- ■ App icons created (all sizes)

- ■ Screenshots captured

- ■ App descriptions written

- ■ Age rating questionnaire completed

- ■ Data safety declarations completed

Last Updated: December 2024

Document Location: `company/legal/APP_STORE_PUBLISHING_REQUIREMENTS.md`