

Detailed Cost Breakdown

One In The Hand, LLC

Executive Summary

This document provides granular cost estimates for launching OITH, broken down by category, timeline, and priority level.

PHASE 1: COMPANY FORMATION

Timeline: Week 1-2






1.1 Legal Entity Formation

Item	Low Effort	Medium Effort	High Effort	Notes
State Filing Fee				
Delaware LLC	\$\$\$	\$900	\$900	Recommended for VC
Other states	\$\$\$	\$50-\$150	\$500	Varies by state
Registered Agent				

■ ■	DIY (your address)	\$0	\$0	\$0	Only if in formation state
■ ■	Service (annual)	\$40	\$125	\$300	Northwest, Incfile, etc.
	Operating Agreement				
■ ■	Sell (template)	\$0	\$2	\$0	Use provided template
■ ■	Online legal service	\$0	\$99	\$199	LegalZoom, Rocket Lawyer
■ ■	Attorney review	\$200	\$500	\$1,000	Recommended raising
	EIN Application	\$0	\$0	\$0	Always free from IRS
	Business License	\$0	\$50	\$200	Varies by city/county
	SUI	\$75	\$75	\$1,289	

1.2 Banking & Financial Setup

Item	Low Est.	Mid Est.	High Est.	Notes
------	-------------	-------------	--------------	-------

Business Checking					
	Online banking (Mercury, Relay)	\$0	\$0	\$0	Free, startup-friendly
	Traditional banking (Chase, BofA)	\$0	\$15	\$80	May have monthly fees
Business Credit Card		\$0	\$0	\$0	No annual fee options
Accounting Software					
	Wave	\$0	\$0	\$0	Free, full-featured
	QuickBooks Simple Start	\$15	\$15	\$16	Industry standard
	Xero	\$13	\$13	\$13	Alternative
Bookkeeper (optional)		\$0	\$150	\$400	Can wait until revenue
SUBTOTAL (Year 1)					\$180540

PHASE 2: INTELLECTUAL PROPERTY

Timeline: Week 2-4

2.1 Trademark Protection

Item	Low Effort	Medium Effort	High Effort	Notes
Trademark Search				
■ ■ DIY (USPTO TESS)	\$0	\$0	\$0	Free, do yourself
■ ■ Professional search	\$100	\$200	\$500	More comprehensive
USPTO Filing Fees				
■ ■ TEAS Plus (per class)	\$250	\$250	\$250	Cheapest option
■ ■ TEAS Standard (per class)	\$350	\$350	\$350	More flexibility
"OITH" trademark	\$250	\$250	\$350	1 class (software)




"One In The Hand" trademark	\$250	\$250	\$350	Optional, same class
Logo trademark	\$250	\$250	\$350	Optional, design mark
Attorney filing	\$0	\$300	\$800	Per mark, optional
SUBTOTAL (1 mark)	\$250	\$450	\$1,150	
SUBTOTAL (3 marks)	\$750	\$1,050	\$2,550	

2.2 Domain & Digital Assets

Item	Low End	Mid End	High End	Notes
Primary Domain				
■■ .com domain	\$12	\$15	\$50	Annual, Namecheap/GoDaddy
■■ Premium domain	\$100	\$500	\$5,000+	If buying from owner
Additional Domains				

	.app, .io, .co	\$15	\$30	\$50	Each, optional
Domain Privacy	\$0	\$0	\$12		Often included free
SSL Certificate	\$0	\$0	\$0		Free via Let's Encrypt
Social Media Handles	\$0	\$0	\$0		Free
SUI	\$12	\$45	\$112		

2.3 Legal Documents

	It's Free	Low Cost	Mid Cost	High Cost	Notes
Terms of Service					
 Template (Termly, iubenda)	\$0	\$10	\$25		SaaS solutions
 Attorney drafted	\$500	\$1,500	\$3,000		Custom
Privacy Policy					

■ ■	General (free)	\$0	\$0	\$0	Basic compliance
■ ■	Terms of service	\$0	\$100	\$250	Included with ToS
■ ■	Attorney drafted	\$500	\$1,000	\$2,500	GDPR/CCPA compliant
Cookie Policy		\$0	\$0	\$100	Often included
GDPR Compliance		\$0	\$200	\$1,000	Depends on approach
SUIPO		\$700	\$200	\$3,625	

PHASE 3: PRODUCT DEVELOPMENT

Timeline: Week 4-12

3.1 Development Accounts & Tools

Item	Low Effort	Medium Effort	High Effort	Notes
App Store Accounts				
Apple Developer Program	■ ■			Required for iOS

■ ■	Google Play Developer	\$25	\$25	\$25	One-time fee
Development Tools					
■ ■	IDE (VS Code)	\$0	\$0	\$0	Free
■ ■	GitHub	\$0	\$4/mo	\$21/mo	Free for personal
■ ■	Figma (design)	\$0	\$15/mo	\$45/mo	Free if not available
Testing Tools					
■ ■	TestFlight	\$0	\$0	\$0	Included with Apple
■ ■	Firebase Test Lab	\$0	\$0	\$50/mo	Free tier
■ ■	BrowserStack	\$0	\$29/mo	\$990/mo	Optional
SUBTOTAL (Yes 1)					
		\$128	\$700	\$1,500	

3.2 Cloud Infrastructure

Item	Low Effort	Medium Effort	High Effort	Notes
Cloud Hosting				
■ ■ AWS/GCP (startup credits)	\$0	\$0	\$0	Apply for credits
■ ■ AWS (no credits)	\$50	\$150	\$500	Scales with no users
■ ■ Vercel (frontend)	\$1	\$20	\$50	Good for web
■ ■ Railway (backend)	\$0	\$25	\$100	Easy deployment
Database				
■ ■ Postgres (Supabase)	\$0	\$25	\$100	Generous free tier
■ ■ MongoDB Atlas	\$0	\$5	\$200	Free tier available
■ ■ PlanetScale	\$0	\$29	\$100	MySQL compatible
Storage (photos)				
■ ■ AWS S3	\$5	\$20	\$100	Scales with usage

Cloudinary	Free	\$0	\$0	\$89/mo	Free generous
CDN					
CloudFlare	Free	\$0	\$0	\$20/mo	Free excellent
Email Service					
SendGrid	Free	\$0	\$20	\$50/mo	100/day free
Resend	Free	\$0	\$20	\$50/mo	Developer-friendly
SUBTOTAL (Monthly)		\$55	\$200	\$700	
SUBTOTAL (Year 1)		\$660	\$2,400	\$8,400	

3.3 Development Costs

Option A: Self-Development

Item	Low Effort	Medium Effort	High Effort	Notes
Your time	\$0	\$0	\$0	Sweat equity
Learning resources	\$0	\$50	\$200	Courses needed
Design assets				

■ ■	Icons (Heroicons, etc.)	\$0	\$0	\$0	Free
■ ■	Stock photos	\$0	\$50	\$200	Unsplash free
■ ■	Illustrations	\$0	\$50	\$200	unDraw free
UI Component library		\$0	\$0	\$79	Free options exist
SUITCASE		\$100	\$100	\$479	

Option B: Freelance/Contract Development

	R: ■ ■	H: ■ ■ R: ■ ■	H: ■ ■ (N: ■ ■)	L: ■ ■ E: ■ ■	M: ■ ■ E: ■ ■	High Est.
Full-Stack Developer						
■ ■ Offshore (India, Ukraine)	\$25,000	\$20,000	\$15,000	\$10,000	\$8,000	
■ ■ US- mid-level	\$75,000	\$60,000	\$45,000	\$30,000	\$20,000	
■ ■ US- senior	\$150,000	\$120,000	\$90,000	\$60,000	\$40,000	
Mobile Developer						

■ ■	React Native specialist	\$50,400	\$70,000	\$103,500	\$30,000
■ ■	Native iOS + Android	\$75,300	\$102,500	\$153,750	\$50,000
UI/UX Designer					
■ ■	Offshore	\$20,400	\$30,000	\$42,800	\$10,200
■ ■	US-based	\$75,400	\$103,000	\$154,000	\$50,000
QA Tester					
■ ■	Manual testing	\$20,200	\$30,000	\$40,600	\$10,600
■ ■	Automated testing	\$40,400	\$60,000	\$80,800	\$20,400
SUBTOTAL (Budget Path)					
		\$6,200	\$103,500	\$170,800	
SUBTOTAL (Quality Path)					
		\$18,500	\$100,000	\$150,000	

Option C: No-Code/Low-Code



■ ■	Free	Generous limits
FireAuth	Free	
■ ■	Free (7K users)	More features
Auth0	\$23/mo	
■ ■	Free (5K users)	Modern, easy
Clerk	\$25/mo	
Push Notifications		
■ ■	Free	Unlimited
FireFCM	Free	
■ ■	Free (10K users)	Easy setup
OneSignal	\$9/mo	
Analytics		
■ ■	Free	Best for product
Mixpanel	\$25/mo	
■ ■	Free	Generous
Amplitude	\$0 free tier	
■ ■	Free	Self-host
PostHog	\$0 (Hobby)	
Payment Processing		
■ ■	2.9% + \$0.30	Industry standard
Stripe		

■ ■	Free	For	
	(<\$5K/mo	Revenue	subscriptions
	(MTR)		
	Maps/Location		
■ ■	\$200/1K	For	
	Google	venue	
	Maps	credits	suggestions
■ ■	50K		
	loads	\$0.50/K	Alternative
	Mapbox	free	
	SUBTOTAL		
	\$0	\$50	\$300
	(Monthly)		
	SUBTOTAL		
	\$0	\$600	\$3,600
	(Year 1)		

PHASE 4: MARKETING & LAUNCH

Timeline: Week 8-16

4.1 Branding & Design

Item	Low Effort	Medium Effort	High Effort	Notes
Logo Design				
■ ■ DIY (Canva, Figma)	\$0	\$0	\$0	Use prototype design

■ ■	\$50	\$200	\$500
99 designs/Fiverr			Crowdsourced
■ ■	\$500	\$1,000	
Pro designer			Custom, refined
Brand Guidelines			
■ ■	\$0	\$0	\$0
DIY			Template available
■ ■	\$200	\$500	\$1,500
Designer			Professional doc
App Icon			
■ ■	Included with logo	\$0	\$0
			Usually included
■ ■	\$50	\$150	\$400
Separate design			If needed
Marketing Materials			
■ ■	Social media templates	\$0	\$50
			\$200 Canva templates
■ ■	App store screenshots	\$0	\$100
			\$500 Can DIY
■ ■	Pro video	\$0	\$200
			\$2,000 Simple pro

SUI	\$0	\$500	\$4,200	
-----	-----	-------	---------	--

4.2 Pre-Launch Marketing

	It	L E:	M E:	H E:	Notes
	Landing Page				
	Card	\$0	\$199/yr	\$49/yr	Simple, effective
	Webflow	\$0	\$149/mo	\$299/mo	More customizable
	Custom build	\$0	\$0	\$0	Use prototype
	Email Marketing				
	Mailchimp	Free (500)	\$13/mo	\$26/mo	Waitlist emails
	ConvertKit	Free (100)	\$15/mo	\$29/mo	Creator-focused
	Buttondown	Free (100)	\$9/mo	\$29/mo	Simple
	Waitlist Tool				
	DIY (email form)	\$0	\$0	\$0	Simple approach
	Waitlist me	\$0	\$20/mo	\$50/mo	Referral features

■ ■				
Viral Loops	\$0	\$49,000	\$49,000	Gamification
SUBTOTAL				
(3 months)	\$0	\$150,450		

4.3 Paid Marketing (Launch)

	Cl	D: Bl	M Bl	3-Month Total
Instagram Ads				
■ ■				\$200,000
Conservative				\$100,000
■ ■				\$200,000
Moderate				\$33,000
■ ■				\$200,000
Aggressive				\$100,000
TikTok Ads				
■ ■				\$200,000
Conservative				\$100,000
■ ■				\$200,000
Moderate				\$33,000
■ ■				\$200,000
Aggressive				\$100,000
Facebook Ads				
■ ■				\$200,000
Conservative				\$100,000

■ ■	\$250	\$750	\$2,250	Moderate
■ ■	\$750	\$2,250	\$6,750	Aggressive
Google Ads				
■ ■	\$100	\$300	\$900	App campaigns
■ ■	\$150	\$450	\$1,350	Search
SUBTOTAL (Conservative)				
SUBTOTAL (Moderate)				
SUBTOTAL (Aggressive)				

4.4 Organic Marketing

Item	Low Effort	Moderate Effort	High Effort	Notes
Content Creation				
■ ■ DIY (your time)	\$0	\$0	\$0	Blog, social
■ ■ Freelance writer	\$500	\$1,500	\$4,000	Quality post content

■ ■	Video editor	\$250	\$750	\$2000	10k/Reels
Influencer Marketing					
■ ■	Micro (1-10K followers)	\$50	\$150	\$300	Per post
■ ■	Small (10-50k)	\$200	\$500	\$1,000	Per post
■ ■	Medium (50-250K)	\$1,000	\$2,500	\$5,000	Per post
PR/Press					
■ ■	DIY outreach	\$0	\$0	\$0	Time investment
■ ■	PR platform (HARO)	\$0	\$0	\$149/mo	Free tier
■ ■	PR agency	\$0	\$3,000	\$10,000	Overkill early
App Store Optimization					
■ ■	DIY research	\$0	\$0	\$0	Best practices

■ ■	ASCO	\$0	\$500	\$200	AppFollow, etc.
	tool				
	SUBTOTAL				
	(3 months)	\$0	\$1,500	\$0	

PHASE 5: OPERATIONS & ONGOING

Timeline: Month 4+

5.1 Customer Support

Item	Low Effort	Medium Effort	High Effort	Notes
Help Desk Software				
DIY (email)	\$0	\$0	\$0	Manual
Free Freshdesk (10 agents)		\$150	\$499	Good support tier
Intercom	\$0	\$749	\$289	Chat + help desk
Zendesk	\$0	\$199	\$599	Industry standard
Chat Widget				

■ ■	Fresh	\$25	\$85	free	Good tier
■ ■	Crisp				
■ ■	Tawk.to	Free	Free	Free	Completely free
Support Staff					
■ ■	You (early stage)	\$0	\$0	\$0	Bootstrap
■ ■	Parsons VA	\$0	\$500	\$100	When needed
■ ■	Full support	\$0	\$3,000	\$5,000	At scale
SUBTOTAL (Monthly)					
		\$0	\$905	\$450	

5.2 Professional Services

Size	Low Effort	Medium Effort	High Effort	Frequency
Accountant/CPA				
■ ■	Tax prep only	\$200	\$400	\$800 Annual
■ ■	Monthly bookkeeping	\$0	\$150	\$400 Monthly

■ ■	\$0	\$300	\$600	Monthly
Full-service				
Legal (on-call)				
■ ■	\$200	\$350	\$500	As needed
Hourly rate				
■ ■	\$0	\$500	\$2,000	Monthly
Staff retainer				
Insurance				
■ ■	\$300	\$500	\$1,000	Required
General liability				
■ ■	\$500	\$1,000	\$2,000	Recommended
E&O / Cyber				
SUBTOTAL				
(Yes, \$1,300,000 1)				

5.3 Miscellaneous

Item	Low Estimate	Medium Estimate	High Estimate	Notes
Communication				
■ ■	\$0	\$150	\$300	Google Voice free
Business phone				

■ ■					Zoom
Video conferencing	\$0	\$0	\$16	free	tier
■ ■					Free
Slack/Discord	\$0	\$0	\$8	/user/mo	for small teams
Productivity					
■ ■					Gmail, Google Workspace
	\$0	\$6	\$12	/user/mo	
■ ■					Free
Notion	\$0	\$0	\$10	for	personal
■ ■					Trello, Asana
Project management	\$0	\$0	\$10	free	
Office/Workspace					
■ ■					No cost
Work from home	\$0	\$0	\$0		
■ ■					Day passes
Coverage (occasional)	\$0	\$50	\$200	/mo	
■ ■					When needed
Desktop desk	\$0	\$200	\$500	/mo	
SUBTOTAL (Monthly)					
	\$0	\$71	\$286		
SUBTOTAL (Year 1)					
	\$0	\$853	\$3,432		

SUMMARY: TOTAL COST SCENARIOS

Scenario 1: Bootstrap (Self-Development)

For founders who can code and design

Category	Cost
Company Formation	\$139
IP (1 trademark + domain)	\$262
Dev Accounts & Tools	\$124
Cloud (Year 1)	\$660
Third-Party Services	\$0
Marketing (organic only)	\$0
Operations	\$0
Professional Services	\$200
Miscellaneous	\$0
TOTAL	\$1,385
Buffer (20%)	\$277
GRAND TOTAL	\$1,662

Scenario 2: Lean Launch (Budget Contractors)

Offshore development, minimal marketing

Category	Cost
----------	------

Company Formation	\$464
IP (1 trademark + domain)	\$495
Dev Accounts & Tools	\$700
Cloud (Year 1)	\$2,400
Development (offshore)	\$6,200
Third-Party Services	\$600
Branding	\$500
Marketing (3 months)	\$4,650
Operations	\$1,080
Professional Services	\$1,000
Miscellaneous	\$852
TOTAL	\$18,941
Buffer (20%)	\$3,788
GRAND TOTAL	\$22,729

Scenario 3: Quality Launch (US Contractors)

Quality development, solid marketing

Category	Cost
Company Formation	\$1,289
IP (3 trademarks + domain)	\$1,162
Legal Documents	\$2,000
Dev Accounts & Tools	\$1,500

Cloud (Year 1)	\$5,000
Development (quality)	\$25,000
Third-Party Services	\$2,000
Branding	\$2,000
Marketing (6 months)	\$15,000
Operations	\$3,000
Professional Services	\$5,400
Miscellaneous	\$2,000
TOTAL	\$65,351
Buffer (20%)	\$13,070
GRAND TOTAL	\$78,421

Scenario 4: VC-Ready (Full Preparation)

Everything needed to raise successfully

Category	Cost
Company Formation + C-Corp Conversion	\$4,000
IP (full protection)	\$3,000
Legal Documents (attorney)	\$5,000
Dev Accounts & Tools	\$1,500
Cloud (Year 1)	\$8,400
Development (senior US)	\$50,000
Third-Party Services	\$3,600

Branding (professional)	\$5,000
Marketing (12 months aggressive)	\$50,000
Operations	\$5,400
Professional Services	\$12,000
Miscellaneous	\$3,432
Pitch Materials	\$2,000
Legal for Fundraising	\$5,000
TOTAL	\$158,332
Buffer (20%)	\$31,666
GRAND TOTAL	\$189,998

MONTHLY BURN RATE BY STAGE

Pre-Launch (Months 1-4)

Expense	Bootstrap	Lean	Quality
Cloud hosting	\$50	\$150	\$400
Tools & services	\$10	\$50	\$150
Marketing	\$0	\$200	\$500
Development	\$0	\$1,550	\$6,250
Operations	\$0	\$90	\$250
Monthly Total	\$60	\$2,040	\$7,550

Launch (Months 4-6)

Expense	Bootstrap	Lean	Quality
Cloud hosting	\$100	\$300	\$600
Tools & services	\$25	\$100	\$250
Marketing	\$300	\$1,500	\$5,000
Support	\$0	\$100	\$300
Operations	\$0	\$100	\$300
Monthly Total	\$425	\$2,100	\$6,450

Growth (Months 6-12)

Expense	Bootstrap	Lean	Quality
Cloud hosting	\$200	\$500	\$1,000
Tools & services	\$50	\$150	\$300
Marketing	\$500	\$3,000	\$8,000
Support	\$0	\$200	\$500
Team/contractors	\$0	\$2,000	\$8,000
Operations	\$50	\$200	\$500
Monthly Total	\$800	\$6,050	\$18,300

REVENUE VS. COST ANALYSIS

Break-Even Analysis by Scenario

Based on **\$10/month subscription** pricing:

Scenario	Total Investment	Monthly Burn (Growth)	Users to Break-Even	Time to Break-Even
Bootstrap	\$1,662	\$800	85 users	Month 3-4
Lean	\$22,729	\$6,050	643 users	Month 6-7
Quality	\$78,421	\$18,300	1,944 users	Month 8-9
VC-Ready	\$189,998	\$25,000	2,656 users	Month 9-10

Year 1 ROI Projections

Revenue Assumptions

- **Net Revenue per User:** \$9.41/month (after payment processing)
- **Churn Rate:** 6% monthly
- **Growth:** Moderate scenario

Scenario	Year 1 Investment	Year 1 Revenue	Net Profit/(Loss)	ROI
Bootstrap	\$1,662	\$314,000	\$303,738	18,275%
Lean	\$22,729	\$500,000	\$405,671	1,785%
Quality	\$78,421	\$807,000	\$588,179	750%
VC-Ready	\$189,998	\$1,500,000	\$1,010,002	532%

5-Year Revenue Potential

Based on **\$10/month × Active Users**:

Year	Conservative Users	Conservative Revenue	Moderate Users	Moderate Revenue	Aggressive Users	Aggressive Revenue
------	--------------------	----------------------	----------------	------------------	------------------	--------------------

1	8,000	\$314,000	20,000	\$807,000	56,000	\$2,500,000
2	25,000	\$1,400,000	75,000	\$3,500,000	200,000	\$12,000,000
3	60,000	\$4,000,000	200,000	\$12,000,000	500,000	\$35,000,000
4	120,000	\$9,000,000	400,000	\$28,000,000	800,000	\$60,000,000
5	200,000	\$16,000,000	650,000	\$52,000,000	1,200,000	\$100,000,000

Investment Payback Period

Investment Level	Total Cost	Monthly Revenue at Scale	Payback Period
\$1,662 (Bootstrap)	\$1,662	\$9,410 (1,000 users)	< 1 month
\$22,729 (Lean)	\$22,729	\$47,050 (5,000 users)	< 1 month
\$78,421 (Quality)	\$78,421	\$94,100 (10,000 users)	< 1 month
\$189,998 (VC-Ready)	\$189,998	\$188,200 (20,000 users)	1 month
\$500,000 (Seed Raise)	\$500,000	\$471,000 (50,000 users)	~1 month

Unit Economics Summary

Metric	Value	Calculation
Subscription Price	\$10.00/month	Base pricing
Annual Option	\$96/year	20% discount
Net Revenue (after fees)	\$9.41/month	\$10 - 5.9% Stripe
Customer Lifespan	16.7 months	1 ÷ 6% churn

LTV	\$157	$\$9.41 \times 16.7$
Target CAC	\$12	Blended average
LTV:CAC Ratio	13:1	Excellent
Payback Period	1.3 months	$\text{CAC} \div \text{monthly revenue}$

Monthly Recurring Revenue (MRR) Milestones

MRR Target	Users Required	Est. Timeline (Moderate)
\$1,000	106	Month 2
\$5,000	531	Month 3
\$10,000	1,063	Month 4
\$25,000	2,656	Month 6
\$50,000	5,310	Month 8
\$100,000	10,620	Month 11
\$250,000	26,550	Year 2
\$500,000	53,100	Year 2.5
\$1,000,000	106,200	Year 3

Document Control

Version	Date	Author	Changes
1.0	[DATE]	Matthew Ross	Initial detailed breakdown

1.1	[DATE]	Matthew Ross	Added revenue vs. cost analysis
-----	--------	--------------	---------------------------------