



Preisfestsetzung Toolkit

Kundenwünsche	Konkurrenzpreise	Kostendeckung
<p>Wunschpreis:</p> <p>Tickets: 0 € Pro-Version: 2€/Monat</p> <p>-----</p> <p>Maximalpreis:</p> <p>Tickets: 1% / 1 € Pro-Version: 15€/Monat</p> <p>-----</p>	<p>hvv-App/DB-App:</p> <p>Tickets: 0 € Pro-Version: DNE</p> <p>-----</p> <p>iVerkehrPro:</p> <p>Tickets: 0 € Pro-Version: 3.99€/Monat</p> <p>-----</p> <p>Wanderlog:</p> <p>Tickets: 0 € Pro-Version: 16.99€/Monat</p> <p>-----</p> <p> Tickets: 0 € Pro-Version: 6.70€/Monat</p> <p>-----</p>	<p>BE Preis (realistisch):</p> <p>Tickets: 0.5% / 1 € Pro-Version: 4.50€/Monat</p> <p>-----</p> <p>BE Preis (optimistisch):</p> <p>Tickets: 1% / 1 € Pro-Version: 10€/Monat</p> <p>-----</p> <p>BE Preis (pessimistisch):</p> <p>Tickets: 0.1% / 1 € Pro-Version: 2€/Monat</p> <p>-----</p> <p> -----</p>

Gesamtpreis: -----

Kapitalbedarf

Gründungskosten

Administrative Kosten

Anwalts-/Notarkosten 209 € [1]
Anmeldegebühr Marke 300 € [2]
Gewerbeanmeldung 120 € [3]

Business Plan Kosten

Marktanalyse 0 € (Lizenzen für
Recherche über Uni)

Anderes

Berufshaftpflichtversicherung
70€/Monat [4]

Gründungsinvestition

Produktion

Büro(Miete) 144.20€-432.60[1]

Produktspezifische Kosten

Produktentwicklung 20 000 €[2]
Serversystem 500€/Monat [2]
Mitarbeiter Telefonhotline 12.41€
Lizenzen ArcGis (free –
4000€/Monat)[3]
App Store Kosten 400€/Monat [2]

Marketing Kosten

Werbematerial Anfang: 7000€
Später: 2000€

Geschäftsausstattung

Telefon/Internet 40€/Monat [4]
Büroeinrichtung 5000 €
Maschine für Produktion von
Wallet-Karten 219 € [5]

Kapitalbedarf

Gründungskosten: 699€

Gründungsinvestition:

Einmalig: 32 219€

Monatlich:avg. ca. 7892.60€

Lebensunterhalt:zunächst 0€

Kapitalbedarf:

36611.60 €

Quellen: Kapitalbedarf

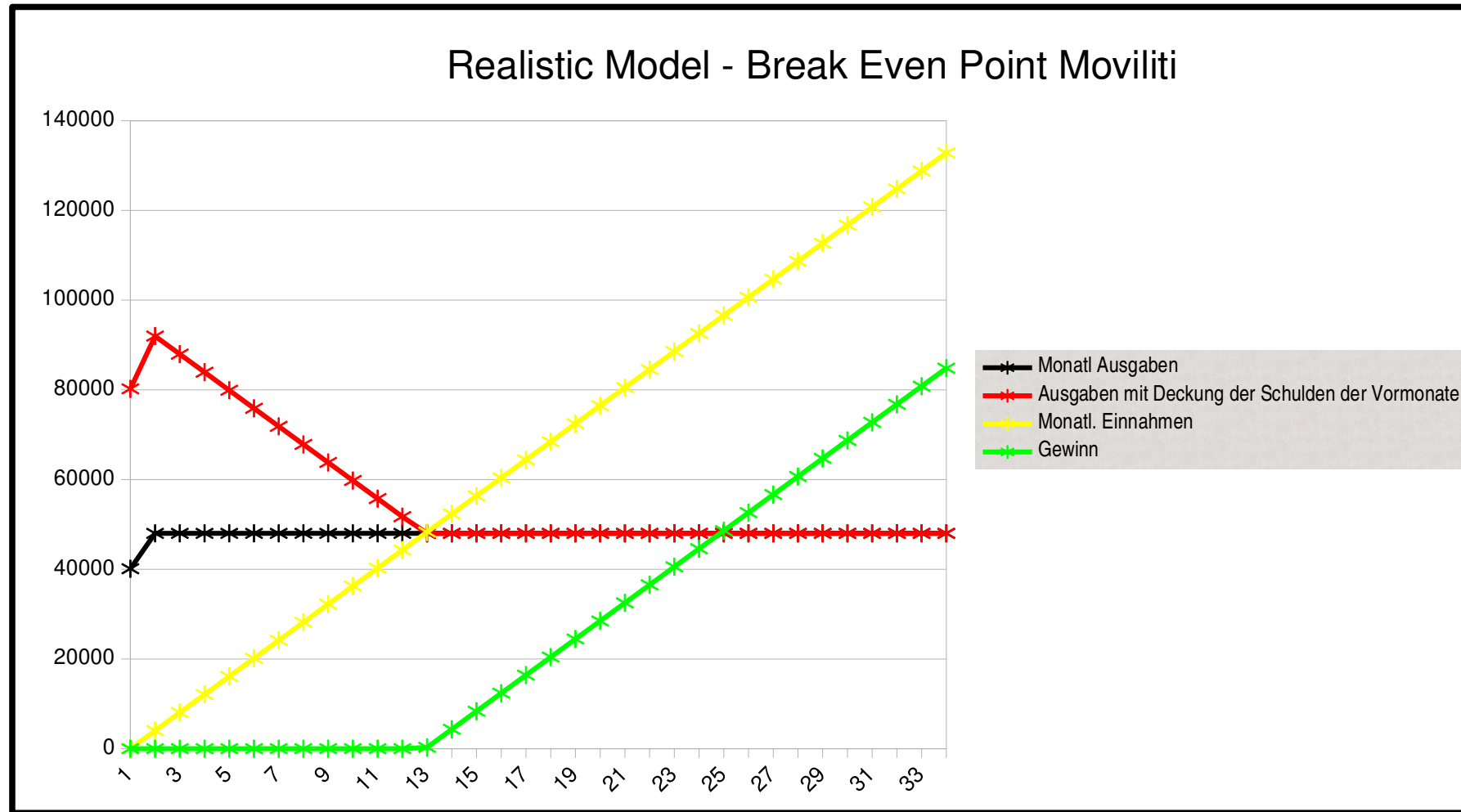
Gründungskosten

- [1]
<https://anwalt-kg.de/gesellschaftsr echt/preise/>
- [2]
<https://www.dpma.de/docs/formular e/allgemein/a9510.pdf>
- [3]
<https://www.hamburg.de/behoerde nfinder/info/11258072/n0/>
- [4] <https://www.finanztip.de/ haftpflichtversicherung/ berufshaftpflichtversicherung/>

Gründungsinvestition

- [1]
<https://de.statista.com/statistik/daten/studie/183049/umfrage /mietpreise-der-bueroflaechen-in-hamburg-nach-lage/>
- [2]
<https://www.brightsolutions.de/blog/app-entwickeln-kosten-a pp-budget/>
- [3]
<https://developers.arcgis.com/pricing/>
- [4]
<https://e-learning.tuhh.de/studip/dispatch.php/course/files/in dex/a0e168bbff293826835833a24054b04d?cid=f16a6fbf338c 447ef046072b5cf82f0a>
- [5] <https://www.ebay.de/itm/125745278241>

Break-Even Point

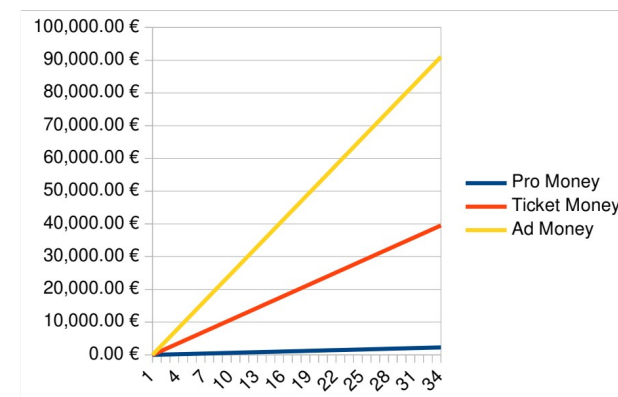
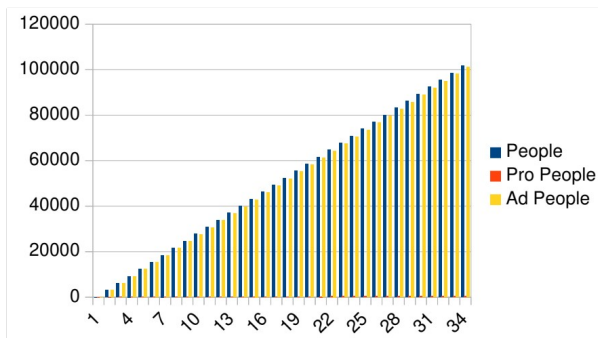


According to our most realistic income model, we would break even after ca. 13 months.

Berechnungsgrundlagen Break Even Point

People	Pro People	Ad People	Pro Money	Ticket Money	Ad Money
1	0	1	0.00 €	0.39 €	0.90 €
3081.345	15.406725	3065.938275	69.33 €	1,198.03 €	2,759.34 €
6161.69	30.73141638	6130.958584	138.29 €	2,395.67 €	5,517.86 €
9242.035	46.05651792	9195.978482	207.25 €	3,593.30 €	8,276.38 €
12322.38	61.38161741	12260.99838	276.22 €	4,790.94 €	11,034.90 €
15402.725	76.70671691	15326.01828	345.18 €	5,988.58 €	13,793.42 €
18483.07	92.03181642	18391.03818	414.14 €	7,186.22 €	16,551.93 €
21563.415	107.3569159	21456.05808	483.11 €	8,383.86 €	19,310.45 €
24643.76	122.6820154	24521.07798	552.07 €	9,581.49 €	22,068.97 €
27724.105	138.0071149	27586.09789	621.03 €	10,779.13 €	24,827.49 €
30804.45	153.3322144	30651.11779	689.99 €	11,976.77 €	27,586.01 €
33884.795	168.6573139	33716.13769	758.96 €	13,174.41 €	30,344.52 €
36965.14	183.9824134	36781.15759	827.92 €	14,372.05 €	33,103.04 €
40045.485	199.3075129	39846.17749	896.88 €	15,569.68 €	35,861.56 €
43125.83	214.6326124	42911.19739	965.85 €	16,767.32 €	38,620.08 €
46206.175	229.9577119	45976.21729	1,034.81 €	17,964.96 €	41,378.60 €
49286.52	245.2828114	49041.23719	1,103.77 €	19,162.60 €	44,137.11 €
52366.865	260.6079109	52106.25709	1,172.74 €	20,360.24 €	46,895.63 €
55447.21	275.9330104	55171.27699	1,241.70 €	21,557.88 €	49,654.15 €
58527.555	291.2581099	58236.29689	1,310.66 €	22,755.51 €	52,412.67 €
61607.9	306.5832095	61301.31679	1,379.62 €	23,953.15 €	55,171.19 €
64688.245	321.908309	64366.33669	1,448.59 €	25,150.79 €	57,929.70 €
67768.59	337.2334085	67431.35659	1,517.55 €	26,348.43 €	60,688.22 €
70848.935	352.558508	70496.37649	1,586.51 €	27,546.07 €	63,446.74 €
73929.28	367.8836075	73561.39639	1,655.48 €	28,743.70 €	66,205.26 €
77009.625	383.208707	76626.41629	1,724.44 €	29,941.34 €	68,963.77 €
80089.97	398.5338065	79691.43619	1,793.40 €	31,138.98 €	71,722.29 €
83170.315	413.858906	82756.45609	1,862.37 €	32,336.62 €	74,480.81 €
86250.66	429.1840055	85821.47599	1,931.33 €	33,534.26 €	77,239.33 €
89331.005	444.509105	88886.4959	2,000.29 €	34,731.89 €	79,997.85 €
92411.35	459.8342045	91951.5158	2,069.25 €	35,929.53 €	82,756.36 €
95491.695	475.159304	95016.5357	2,138.22 €	37,127.17 €	85,514.88 €
98572.04	490.4844035	98081.5556	2,207.18 €	38,324.81 €	88,273.40 €
101652.385	505.809503	101146.5755	2,276.14 €	39,522.45 €	91,031.92 €

Click to look at Calc Document



Fix Money	Subcalculation	Month Money
32219	40,110.31 €	1.29 €
	43,977.50 €	4,026.70 €
	39,952.38 €	8,051.82 €
	35,927.26 €	12,076.94 €
	31,902.14 €	16,102.06 €
	27,877.02 €	20,127.18 €
	23,851.90 €	24,152.30 €
	19,826.79 €	28,177.41 €
	15,801.67 €	32,202.53 €
	11,776.55 €	36,227.65 €
	7,751.43 €	40,252.77 €
	3,726.31 €	44,277.89 €
	-298.81 €	48,303.01 €
	-4,323.93 €	52,328.13 €
	-8,349.05 €	56,353.25 €
	-12,374.17 €	60,378.37 €
	-16,399.29 €	64,403.49 €
	-20,424.40 €	68,428.60 €
	-24,449.52 €	72,453.72 €
	-28,474.64 €	76,478.84 €
	-32,499.76 €	80,503.96 €
	-36,524.88 €	84,529.08 €
	-40,550.00 €	88,554.20 €
	-44,575.12 €	92,579.32 €
	-48,600.24 €	96,604.44 €
	-52,625.36 €	100,629.56 €
	-56,650.48 €	104,654.68 €
	-60,675.59 €	108,679.79 €
	-64,700.71 €	112,704.91 €
	-68,725.83 €	116,730.03 €
	-72,750.95 €	120,755.15 €
	-76,776.07 €	124,780.27 €
	-80,801.19 €	128,805.39 €
	-84,826.31 €	132,830.51 €

Monatl. Ausg.	Ausgaben mit	Monatl. Einna	Gewinn
40,111.60 €	80,221.91 €	1.29 €	0.00 €
48,004.20 €	91,981.70 €	4,026.70 €	0.00 €
48,004.20 €	87,956.58 €	8,051.82 €	0.00 €
48,004.20 €	83,931.46 €	12,076.94 €	0.00 €
48,004.20 €	79,906.34 €	16,102.06 €	0.00 €
48,004.20 €	75,881.22 €	20,127.18 €	0.00 €
48,004.20 €	71,856.10 €	24,152.30 €	0.00 €
48,004.20 €	67,830.99 €	28,177.41 €	0.00 €
48,004.20 €	63,805.87 €	32,202.53 €	0.00 €
48,004.20 €	59,780.75 €	36,227.65 €	0.00 €
48,004.20 €	55,755.63 €	40,252.77 €	0.00 €
48,004.20 €	51,730.51 €	44,277.89 €	0.00 €
48,004.20 €	48,004.20 €	48,303.01 €	298.81 €
48,004.20 €	48,004.20 €	52,328.13 €	4,323.93 €
48,004.20 €	48,004.20 €	56,353.25 €	8,349.05 €
48,004.20 €	48,004.20 €	60,378.37 €	12,374.17 €
48,004.20 €	48,004.20 €	64,403.49 €	16,399.29 €
48,004.20 €	48,004.20 €	68,428.60 €	20,424.40 €
48,004.20 €	48,004.20 €	72,453.72 €	24,449.52 €
48,004.20 €	48,004.20 €	76,478.84 €	28,474.64 €
48,004.20 €	48,004.20 €	80,503.96 €	32,499.76 €
48,004.20 €	48,004.20 €	84,529.08 €	36,524.88 €
48,004.20 €	48,004.20 €	88,554.20 €	40,550.00 €
48,004.20 €	48,004.20 €	92,579.32 €	44,575.12 €
48,004.20 €	48,004.20 €	96,604.44 €	48,600.24 €
48,004.20 €	48,004.20 €	100,629.56 €	52,625.36 €
48,004.20 €	48,004.20 €	104,654.68 €	56,650.48 €
48,004.20 €	48,004.20 €	108,679.79 €	60,675.59 €
48,004.20 €	48,004.20 €	112,704.91 €	64,700.71 €
48,004.20 €	48,004.20 €	116,730.03 €	68,725.83 €
48,004.20 €	48,004.20 €	120,755.15 €	72,750.95 €
48,004.20 €	48,004.20 €	124,780.27 €	76,776.07 €
48,004.20 €	48,004.20 €	128,805.39 €	80,801.19 €
48,004.20 €	48,004.20 €	132,830.51 €	84,826.31 €