For initial pricing of stockIT we will be taking a forked approach and have dual offerings. Our free version of the mobile application will be positioned to try and capture as much of the market as we can whilst offering a very minimal (if at all) barrier to entry. Once a person or business is using the free mobile application and the hard work of setting up their inventory list is completed then we can begin funnelling marketing in their direction, offering advice and promoting other services that stockIT can provide.

Alongside the free mobile version of stockIT will be the licensed subscription version – albeit the full version will not release until well after the free mobile application. The delay in release of a full version will be because of the testing required to have all features and functionality up and running. To mitigate this, we will approach various businesses about running free trials of the beta software within their businesses. This will allow us real world use of the software, and stockIT business operation to calculate the cost of the software to the our business and to the end consumer. Any pricing shown through this document, any marketing or graphics used in its promotion will feature pricing based on known competitors and group business experience and should not be considered anything other than indicative of a final ballpark figure.