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| --- | --- | --- |
| ***Cost factor/ revenue source*** | ***Cost/ revenue generated*** | ***Source for references*** |
| Permits and licenses | 5% of cost of the startup | source: <https://www.core77.com/posts/23366/Product-Licensing-101-So-Lets-Talk-Money>. |
| Incorporation fees | INR 6000 to 15000 | source: <https://taxguru.in/company-law/cost-private-limited-company-registration-india.html#:~:text=The%20Cost%20of%20Incorporation%20%2F%20Registration,the%20complexity%20of%20the%20task>. |
| Brochure and business card printing | INR 3500 Cost to print included | <https://99designs.com/blog/logo-branding/business-card-cost/>. |
| Down payment on rental property and Rent | Rs. 5000 per month | Found from parents and consulted family on this. |
| Payment Gateway (To accept credit card, net banking or debit card online) | Rs. 25,000 (initiation fee)2 – 4% transaction fee (negotiable) per transaction. | <https://nextbigwhat.com/how-much-does-it-cost-to-startup-a-basic-ecommerce-company-in-india/>. |
| Improvements to [chosen location](https://articles.bplans.com/how-to-choose-a-business-location/) | INR 1 lakh one time | Consulted parents on this |
| Payroll and Utilities | Rs. 1-1.5 Lakhs per month for three to five employees.  Utilities: INR 30,000-40,000 | <https://nextbigwhat.com/how-much-does-it-cost-to-startup-a-basic-ecommerce-company-in-india/> |
| Marketing costs and advertisements | Do it yourself (poster, flyers, send email to friends) Typically zero. | <https://nextbigwhat.com/how-much-does-it-cost-to-startup-a-basic-ecommerce-company-in-india/> |
| Total starting costs |  | Maximum: Rs. 3,35,000 plus Rs. 1-1.5 Lakhs per month (building a team and hosting yourself)  Per annum cost of Startup= INR 15,03,500 +40,000=15,43,500 |
|  |  |  |
| Revenue generated commission from payments | 7.5% on customer transactions. | <https://paytm.com/offer/commission-details-page>. |
| Advertisement commission | the average [CPC for ads on Google’s display network](https://www.wordstream.com/cost-per-click) is INR 17-21 per click depending upon the resolution and type of ad | <https://support.google.com/adsense/answer/6242051?hl=en#zippy=%2Cdo-i-have-to-pay-to-use-adsense>.  <https://blog.taboola.com/how-much-do-websites-make-from-ads/#:~:text=According%20to%20WordStream%2C%20the%20average,earns%20that%20amount%20in%20revenue>.  <https://www.semrush.com/blog/what-is-google-adsense-and-how-to-make-money-with-it/>. |
| Subscription charges | INR 150 (gold member) and INR 250 (platinum member) per month per subscriber | Set by us seeing the standards and the competitors around us in the market right now. (revenue generated from premium subscription based on priority) it will be free for everyone for the first month and later a compulsory subscription. People paying for subscription (frequent users and payers) so they get incentives to join the membership as their transaction fee will be less. |
| Total revenue generated (let’s say 2000 subscribers) |  | 100\*150 payment of subscription= INR 15,000 per month, 50\*250=INR 12,500 (if we assume 100 gold and 50 platinum subscribers) total=INR 27500 per month +INR 24750 per month payment commission= INR 52250 per month  Total amt = INR 84650 per month after ad and payment commissions for 150 subscribers rest will also click for ads  Which gives INR 1275000 per year revenue on just 250 users and 150 subscribers. |

* Logo design: INR 0 we can design ourselves.
* Website design: we designing ourselves as a team.