**Mobile app concept design (Part 3)**

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**App title: PlovdivAir**

**3. Financial feasibility**

**Answer these questions in the most accurate way possible, please. For inspiration, check out** [**this**](https://www.spaceotechnologies.com/app-outsourcing-guide/define-the-app-concept/) **example.**

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| **3.1 How many apps would you have to sell and at what price? Consider sustaining costs & development costs.** | **A. Development cost: Around 100,000 BGN**  **B. Sustaining costs: 17180 BGN / year**  **B1. Server costs - 7980 BGN /year**  **B2. Maintenance staff - 4600 BGN /year**  **B3. Data protection - 4600 BGN /year** |
| **Source for your estimate: *NSI, Plovdiv Municipality, etc.*** | **Development cost: Average estimate from apps of similar complexity.**  **Sustaining costs: Server costs from server providers** |
| **Revenues from selling the app:** | **Prospects: 300,000 - 500,000 BGN ad revenue**  **Unit price = Free (0 BGN)**  **Premium account price: 5 BGN**  **In our app we will have ads from our different sponsors. However, if someone wants to remove the ads they can simply buy the full version of our application where ads are not being shown! In addition to some of our premium features** |
| **3.2 What other sources of revenues are feasible in addition to selling the app to potential users?** | **For example, we will have a few sponsors. Sponsored ads from various companies. Such as Ryanair, Emirates, Turkish Airlines, WizzAir and etc. Not only from airline companies.** |
| **Source for your estimate:** | 1. **Advertising (Banner ads, In-app videos, Native ads, Rewarded Videos and etc.)** 2. **Subscriptions** 3. **Sponsorships** 4. **In-app purchases** 5. **Physical purchases** 6. **Selling merchandise** |

**4. Technical feasibility**

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| **1. What technical concerns do you have about the implementation and functioning of your app?** | **Possible sync issues due to a large number of flights and people being tracked. Also, there may occur some difficulties with the data synchronization.** |
| **2. What technical limitations are you aware of?** | **The application will not be able to be used without any Internet connection.** |