The product which we are discussing about today is the new enhanced bill payer website just out on the market right now. It is a product that will save every college student’s life who is living on campus with minimum money on hand. The website helps roommates split common bills amongst each other and try to avoid disputes about bill division. You can personalize your profile, get reminders, add/drop people as people move out or graduate, get receipts and so much more. This is just the beginning of a safe a way to split and pay bills for a happy college experience.

We have a plan to get our product into the market. The market for bill division is going steady as every year thousands of kids head out to college on their own. Most are paying for the expenses themselves and most are getting help from their family members. But all in all, they all have to pay for some sort of expense on their own.

The first step of our plan to get put out on the market is the cost to buy a domain to host a website. We would want this to be held on the internet for easy access and for anyone in the world to use. This would be our far-most important step to put out on the market. The costs to buy a domain can run from just $10 a year, to hundreds and thousands. For a new website like outs, shared hosting would be a wise choice. Since we are a new website with not a lot of experience and knowledge of how the website will do and how many people actually access it, it is beneficial to do shared hosting. But as it becomes popular and starts to grow, our hosting needs and budget will also change. Shared hosting can be relatively cheap, at most $50 per year. But moving to a VPS (virtual private server) or a more reliable server will easily bump up the yearly price to over $1,000. This would be a decision we would make after one year of it being online.

After the costs of the domain, the next step would be to consider a web design. There are many options for free themes, but in order for the website to stand out we will have to consider a premium or a custom design to differentiate from other similar websites, which there are many of. Custom web designs can cost anywhere from a few hundred to tens of thousands of dollars. But using a review site we can find a designer that will fit our budget and needs as a startup. Or in our case we already have the html pages made and a design made. In this case we are ready to host it on a public domain. We would hold it on there for a year that we have made it and maintain it to see how many people access it. If we feel or we get any queries or concerns about it then we would ultimately go to the option of getting a custom web design or using a free theme. I would say our design is better than a free theme so we would go for a custom web design instead.

Once our design is set, we have to fill the website with content, and maybe could start a blog. Since we are a bill payer we don’t really need this aspect on our website. But in order to make it stand out we could write our point view about the payer and how we would want others to take advantage of it as well. The question now is would we need a skilled writer which would cost us money or we do it ourselves. Depending on what we are trying to convey, we could spend as little as $1 a page for non-native speakers, up to $100 a page or more for skilled writers. It all depends on how much we want to put forth and if it is necessary at this point as we are a startup. We would write it ourselves and then take the extra mile to make it more gracious if we are not satisfied with the result. Whatever we decide on the look and appearance of the website and hosting it on the domain will mostly depend on how much money we are willing to spend. There is saying that “you get what you paid for…” and in terms of the internet this is very true as demand for the net is always going to be high because its standards are only advancing to new milestones and we cannot bargain for it.

The next step in our deployment plan would be the cost of maintaining a server. The server we purchase may or may not include a server operating system. When it comes to selecting your own server operating system, high-end server OSes like [Windows Server 2008 R2](http://www.webopedia.com/TERM/W/Windows_Server.html) start at about $1,000 for up to five users (five [client access licenses, or CALs](http://www.webopedia.com/TERM/C/client_access_license.html)) and $4,000 for the Enterprise edition, which includes 25 CALs.  If we are looking for a less expensive alternative you have plenty of options as well, including [Mac OS X Server](http://www.webopedia.com/TERM/M/Mac_OS_X.html)($499 with unlimited client licenses), Microsoft Small Business Server (approximately $550 with support for up to 25 users) and a variety of enterprise Linux server distributions that range from free to $1,000 or more for an annual support subscription. Based on this information we are looking at a lot of costs to maintain the server for even one year. We would also need to budget for the software applications our server will need in order to perform its tasks. This is where the money can add up quite quickly. We are sending email notifications for the receipt generation to the users. But if we want to have an email services link on the website we would need an application like [Microsoft Exchange Server](http://www.webopedia.com/TERM/E/Exchange_email.html), which starts at $699 for the Standard edition and $3,999 for the Enterprise edition; for database services an app like [Microsoft SQL Server](http://www.webopedia.com/TERM/S/SQL_Server.html) will cost nearly $900; and for file sharing and online collaboration, options like [Microsoft's Sharepoint Server](http://www.webopedia.com/TERM/M/Microsoft_Office_SharePoint_Server.html) or [Citrix Presentation Server](http://www.webopedia.com/TERM/C/Citrix_server.html) can cost anywhere from $400 to $3,000 or more. We also have a database so this will be very costly.

In many cases, a server's hardware and software costs represent only a small part of the total cost of ownership for a server. Basically the hardware and software costs typically account for only 15 to 25 percent of the overall costs associated with installing, maintaining, upgrading and supporting a dedicated server. The server is the most important part of hosting a website. It is your destiny as successes are extremely great but any time it is down can be very drenching. The key is to always be on top of the server operations and for a startup it makes it even more important as we would need to constantly check it every day. As a result, when budgeting for a server, it's necessary to create a solid plan for the costs associated with configuring and administering the server. Costs that we need to take into consideration include initial configuration and ongoing support fees, workforce costs for day-to-day administration, reserve funds for replacing hardware as warranties expire, software update fees and more. Of course these would come into play after more experience and the successes of the website. But it is not bad to start thinking about all this right now.

Next step would be the cost of storing information on a database. Since it is a bill payer everything would need to be in a database in order for the website to work. It is the main point of the website and so we would have to spend good money on this to keep it stable and working otherwise all our efforts will mean nothing. As I stated earlier it is very expensive. SQL server and storage cost about $900. There are no negotiations for this because we have to have the database and so we would have to be very careful on the other decisions we are making for the website as we will have to cut down on those in order to pay for the SQL database and make sure all is running smoothly. Azure Microsoft SQL database has many payment options. You can pay by the hour or by monthly based on a basic, standard, or premium select option. The maximum storage pool is also a decision we would have to make based on the expenses of hourly or monthly and whichever select option we choose. Azure is one database, but there are many others that are either more expensive, less expensive or equally expensive to this.

Another step for the deployment for our incredible bill payer website would be to turn it to an App. An app would make it easier to use it on the go or when you would not have access to a laptop. You could just use your phone during class or if you are travelling you would not miss a bill and send you alerts to your phone instead of you having to open your computer or tablet or any other device to access its features. The costs for app development are very high as our daily lives revolve on this aspect.

The costs of apps are largely based on features, complexity, and platform. Apps with back-end servers will almost always cost more. Simple apps for one platform will start around $25,000. This is a really expensive option for a startup. This would have to be done far along the road when we actually make some profit. The idea of making it app-based it brilliant but we cannot cover these costs at all. More complex apps cost six figures but can push up over $1,000,000. Our app is not very complex so it should never reach this amount. But if we budget for updates, marketing, our own salary, and other costs it would not be possible at all to run the app operations.

In order to give a shot to the app in the long run we would need good developers. People with lots of experience and that can help us in maintaining the app and having it to be as a website and an app at the same time. We have to reach out to agencies that have won awards, have been mentioned on tech-related news sites, and, most importantly, have the sort of experience that our bill payer would need. We would start on the app ourselves but at the end of it the app would not have the same polish and quality of professionals. Since we are a startup we would not be aware of what is hot in the market and what is not. A skilled product team would make sure of all the options and bring a more precise product to the table. Our team would have these components: a designer who creates all the visual content that will be coded into the project, An account manager who acts like a connection for clients and works with product managers and producers to coordinate the completion of different tasks and lastly a product manager who will do the functions of a director by overseeing the app. Our current team would be considered the product managers but we would also need one more experienced individual who would help oversee the operations with us.

App store costs would be another major factor we would need to look into because we would need to include it on there for people to view and download. There are two major mobile platforms we would need to look at consisting of iOS and Android. The question would be which one to go with iOS App Store or Google Play Store. Selling the app via the [Apple App Store](https://www.lifewire.com/what-is-an-app-store-2373325) is beneficial to us, as it will give us a lot more visibility than any other app marketplace. The app, once it is [approved by the App Store](https://www.lifewire.com/tips-to-get-your-app-approved-by-apple-app-store-2373493), stands a good chance of being promoted via multiple channels on the store. We would be advertised on places we never even heard of. The initial registration fee is reasonable, but the returns are also high, as we would get 70 percent of the sales of the app. This makes it easier for us to make a profit from the sales of our app. We also get an efficient [app review](https://www.lifewire.com/best-iphone-app-review-sites-for-developers-2373190) team that gives us a clear idea as to why our app has been subjected to rejection. This would be very fearful but ultimately to our benefit, as it will show us what we need to improve on to get this to be a success. Disadvantages would be that the process of getting the app approved could take the maximum amount of time. Sometimes, apps are rejected for the slightest errors and this would delay a good success because we would have to find out the root of the cause. Another challenge could be that we might not be able very visible as a startup. iOS says that they will advertise us but we would not really know how much visibility we would get before investing in them.

In terms of Google Play Store, the [app submission process](https://www.lifewire.com/tips-to-submit-your-mobile-app-to-app-stores-2373490) conducted by [Google Play](https://www.lifewire.com/google-play-store-2373346) is much less tedious than the iOS App Store. They are much more open than iOS. Once an app is live on the Google Play Store, we can then proceed toward building our own customer base and raise a successful business with our app. Registration is also only $25 on Google Play which is far more reasonable than iOS costs for startup. Disadvantages are the Google Play does not give much guidance and we would be on our own in terms of how it is functioning and if people like it or not. Also, most of the apps on the [Google Play Store](https://www.lifewire.com/tips-for-android-developers-to-achieve-success-2373216) are [free apps](https://www.lifewire.com/droid-world-2015-coming-soon-to-north-america-2373243). Not only that, it has been seen that Android users generally prefer to download free apps, Whereas iOS users don’t care to pay for the apps and much more open to spend. This would be the ice breaker because on android we would make less profit whereas on iOS we would make more but the costs will be defying more as well.

Google Play Store sounds as a better option to start with but at the same time iOS is a good option too because we would get feedback. Money is going to be an issue in every case, but we will have to cut back on other costs because getting feedback and being advertised is a big advantage and if we do not spend as much and save money on this end then we will not get noticed and will not make enough money amongst us and our business. There are many deciding factors but all this would need to be weighed upon for a perfect solution that is feasible.

For the app to be advertised there are many other options that the formal Google Play vs iOS App Store. Google AdMob is one option that is feasible to the costs we want to spend. This basically focuses exclusively on in-app advertising with cost per clicks (CPCs) starting as low as $0.01. This would be very beneficial to us because it is an easy way to see what in-app advertising can do for us. It would be a good way to test what we are getting ourselves into. Costs could also be broken down by the country(s) we would want to reach. The more further we want to go the more expensive it will be. But do we really need to make it an international app? The answer is no, for now. We should start with United States and once it is up and running then navigate to the foreign countries. There are a few different options for how to buy in-app mobile advertising: CPC (cost per click), CPM (cost per thousand impressions) or CPA (cost per action We would only have to pay each time a new customer downloads, subscribes or buys from us. We would need a plan though. Would we be trying to get more traffic, more downloads, a higher ranking in the app store, more subscriptions or purchases? That all would be something that would need questioning. The best thing about in-app mobile advertising, like other types of mobile advertising, is that it’s easier to track the results than ever before. We can find out how successful our ads are by click-through rates (CTRs).

Advertising can depend on the level of costliness. There are many ways to get noticed. But it also depends on how much you are willing to put on the table. iOS and Google Play are there but AdMob is a good one for beginners like us. Once we sky high we would jump to better ventures and costly ads.

The last and final part of our deployment plan would be the issue of copyright. This is a very tender and hard topic. With so many bill payers out there, some website and some mobile apps, it will be hard to differentiate from others and create our own stand. But we can also help eliminate others from copying our product along with withholding what we have that differentiates from other companies’ products already made.

Website publishers are often victims of copyright infringement by unknowing or unscrupulous individuals who think nothing of copying someone else's work and passing it off as their own. Unfortunately, it's almost impossible to completely prevent infringement, but marking our website material with "All Rights Reserved" or using the copyright symbol can be enough of a deterrent to prevent others from stealing our work. It is important to have copyright to the website because if someone does do a replica of our work then we have a way to recover our damages. If we take the risk to not do this, we may suffer losses and go into a lawsuit that could last for years with no hope getting a success from it. Copyright violation is always illegal, but it can be difficult to prosecute offenders without copyright registration, which establishes a public record of ownership. In addition, owners of registered works may be eligible for statutory damages and attorney's fees if we are proven correct. Therefore, it is very necessary to have a copyright.

All websites and their content are inherently copyrighted, provided they are original works. Whether we decide to complete copyright registration for our website is our choice. The content of our website is valuable to us and we do feel that we need to protect our website and its contents for legal reasons. We do not want anyone to copy as we are a startup and incur losses right away. The cost to register a copyright with the Copyright Office is $35. This the application fee in which you can put other works on it as well for the same price. Renewals are $100 and there are many options for the type of registration anyone would want to have. This does not sound like a lot but it will have to depend on the time of registration we want. This is very necessary so we would want to take up all precautions to ensure the betterment of our product and lifelong hard work and possible successes.

In conclusion, our deployment plan consisted of a lot of bullet points that we need to assess for the betterment of our start up product. Cost to buy a domain to host site, cost of maintaining server and storing information (database), advertising, extending to app, developers, app store costs, and copyright were all discussed. We hope to take everything into consideration when putting our product out on the market for a good a success.

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