

Maintenance Plan

Expos

CES is a common expo for new tech related products to gain access to the market. "CES showcases more than 4,500 exhibiting companies, including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more; a conference program with more than 250 conference sessions and more than 180K attendees from 150 countries." spending \$6.1-6.6K would be great for exposing the product to as many as possible, and having the exposure to people from all over is also excellent, as the product can be tailored to any language from a client's



CES® 2018 Benefits & Services

EXHIBIT SPACE INVESTMENT

Las Vegas Convention and World Trade Center (LVCC), Westgate Las Vegas (Westgate) and Sands Expo (Sands)

	<u>CTA MEMBER RATE*</u>	<u>NON-MEMBER RATE</u>
OPEN EXHIBIT SPACE & MEETING ROOMS	\$36 per sq. ft. **	\$41 per sq. ft. **

**Above space rates apply January 5-8, 2017 only. Open exhibit space contracts received after January 8, 2017 will be charged the member rate of \$38 per sq. ft. and the non-member rate of \$43 per sq. ft.

TURNKEY PACKAGE	<u>CTA MEMBER RATE*</u>	<u>NON-MEMBER RATE</u>
10' x 10' (A-100)	\$6,175	\$6,675
10' x 15' (A-150)	\$8,800	\$9,550
10' x 20' (A-200)	\$12,350	\$13,350
20' x 20' (A-400)	\$24,700	\$26,700

MEETING PLACE	<u>CTA MEMBER RATE*</u>	<u>NON-MEMBER RATE</u>
	\$48 per sq. ft.	\$53 per sq. ft.

Includes carpet and unlimited standard furniture, when ordered by deadline

Above Meeting Place rates apply January 5-8, 2017 only. Meeting Place contracts received after January 8, 2017 will be charged the member rate of \$50 per sq. ft. and the non-member rate of \$55 per sq. ft.

Twitter

The current build of the sentiment analysis uses the free API for twitter, but this is very limited and not practical for effective, quick analysis. The free version of the API only allows for a slow search speed, very limited number of inquiries in a time frame, and lacks complexity. Spending \$2,499 a month for the highest premium account would allow the current monthly allowance for requests to increase from 150 to 10,000 in a month. This is likely not enough, so an enterprise version might be required, which varies in price, depending on the number of requests needed by customers. As well, increasing the requests from 30 to 60 (with tweets per request increasing from 100 to 500) would also be insufficient, as not all tweets are used, as retweets are filtered out (can be changed per customer request). However, as a startup, it would be safer to use

	Total Requests PER MONTH ?	Month-to-month PRICE PER MONTH ?
Paid		
	Up to 500	\$149.00
	Up to 1000	\$289.00
	Up to 2,500	\$699.00
	Up to 5,000	\$1,299.00
	Up to 10,000	\$2,499.00
Looking for more? Our Enterprise packages include advanced features and APIs to take full advantage of the opportunities within Twitter data. They also include email support and a dedicated account manager.		
Contact us for enterprise access		

the \$2,499 until customers have been acquired, as the enterprise version could be hundreds of thousands of dollars a year.

AWS


This project is not calculative resource intensive and requires most of the work to be done the API to fetch tweets, but to store the tweets at a rate that is optimal to enterprise success. The AWS services would cost \$3,442.32 a month or \$41,306.64 a year.

Services

Estimate of your Monthly Bill (\$ 3442.32)



Estimate of Your Monthly Bill

☒ Show First Month's Bill (include all one-time fees, if any)

 Below you will see an estimate of your monthly bill. Expand each line item to see cost breakout of each service. To save this bill and input values, click on 'Save and Share' button. To remove the service from the estimate, jump back to the service and clear the specific service's form.

Export to CSV

Save and Share

	Amazon EC2 Service (US East (N. Virginia))	\$	3129.38
	AWS Support (Business)	\$	312.94
Total Monthly Payment:		\$	3442.32

Django

Django is a free framework; however, it is likely not going to reach its donation goal for the 2018 fiscal year, so this could spell disaster down the road if the project is dropped due to a lack of funding. There is no cost to associated with this, but costs could be incurred if a newframe will be needed.

Domain

Domain names are a cheap expense. A Domain name, on average, costs 10-15 dollars. If a specific, highly wanted name is needed, then it could cost thousands or more, but that is not needed.

Developers

The project, as is, needs more developers in order to add features to the project for additional storage capabilities and create more search options. A Django developer and SQL developer would be needed. The average salary of a Python Django is \$113,888 a year, and the average \$72,013 a year. There are additional costs for taxes for social security and other benefits, but benefits would be negotiated and be a case by case basis. Two of each developer should be hired, so that would be \$371,802 and 6% more for social security tax, so the total cost would be \$394,110.12 a year. Total cost will be more, as state and federal benefits.

Office Space

The office space selected is provided by LoopNet and is 5th Floor, Ste 575, 2345 Grand Blvd, Kansas City, MO 64108 at 22.50/SF/yr, so it would cost \$34,560 a year. There is additional costs for heating, electricity, and enterprise connection to an ISP. This would be 1536 SF and would be sufficient to have 10 people working on this project

Summary

For Expo, there is a \$6,600 Charge for CES. \$30,000 for the cost of the premium Twitter API for a year. Amazon Web Services costs \$41,307.84 a year. The domain will be \$15 a year. Employment will be \$394,110.12 for more developers. If Django is no longer updated, then the codebase will have to be remade to lose its dependance, but that is not a high possibility (still remains a possibility) of happening. If Django does fail, then it will increase employment costs. Office Space would cost \$34,560+ a year. This all is a total of \$506,577.96. This being said, venture capital would have to be received to make this a reality; otherwise, the current suite of products that are being used at the cost of free, aside from a simple \$15 domain, would remain.

Venture Capital

Venture Capital would be a viable way to fund this project, as it would create a lot of connections with other companies, and would give sufficient funds to fill the ticket of half a million. There are several venture capital buisnesses in the Kansas City area, and many of them can be found on Kansas's Department of Commerce website.