Budget

DEVELOPMENT COSTS

System Research and Design: $50,000

UX designers to design system with language professionals that is beneficial, and research that is proven to increase word retention.

Language Professionals/Consultants: $5,000 per professional

Native language speakers to design language system and develop word lexicon. Suggested to have at least two per languages when developing a new language system.

System Content Development: $10,000 - $15,000 per language

Personnel needed to craft and gather all content for each word in lexicon to be coded into the database of words.

System Content Copyright: $5,000 per language

Purchasing or licensing of any external media content on word pages.

System Front-End Development: ~$62.50/hour per developer

Development of the website including landing pages, word pages, teacher pages, and word quizzes.

Database Development: $10,000

Development of the database that will hold each individual user's personal learned vocabulary lists

FIXED COSTS

System Servers: $2,000

Upfront cost of purchasing a mid-level small business server with 32GB RAM and 2x500GB SSD.

Server Housing: ~$30.24/month

Monthly cost for supplying server with power, cooling, and internet.

Domain Name: $70 up front, $5/month

Cost of purchasing wordbyword.com, includes upfront fee for retrieval of the parked domain and monthly cost of the domain name from a domain hosting website.

VARIABLE COSTS

Server / Hardware per 5 users: $1000

Independent Institutional Sales Representative Commission on gross sales: 5%

Independent sales representatives who work part-time and on a contract basis

Staff Salaries: $40,000

Two staff members to start off with low salaries. Most likely our team members taking salary to cover living expenses, in order to dedicate full-time work on the business.

Marketing/Brand Budget: $2,500

Small budget to pay for materials and advertisements, as most if not all marketing will be completed in house.

System Maintenance and Updates: 15%-20%/year of overall development cost

Estimated annual cost for identifying bugs, fixing errors, improving functionality, and updating the website

Total Estimated Budget: $500,000