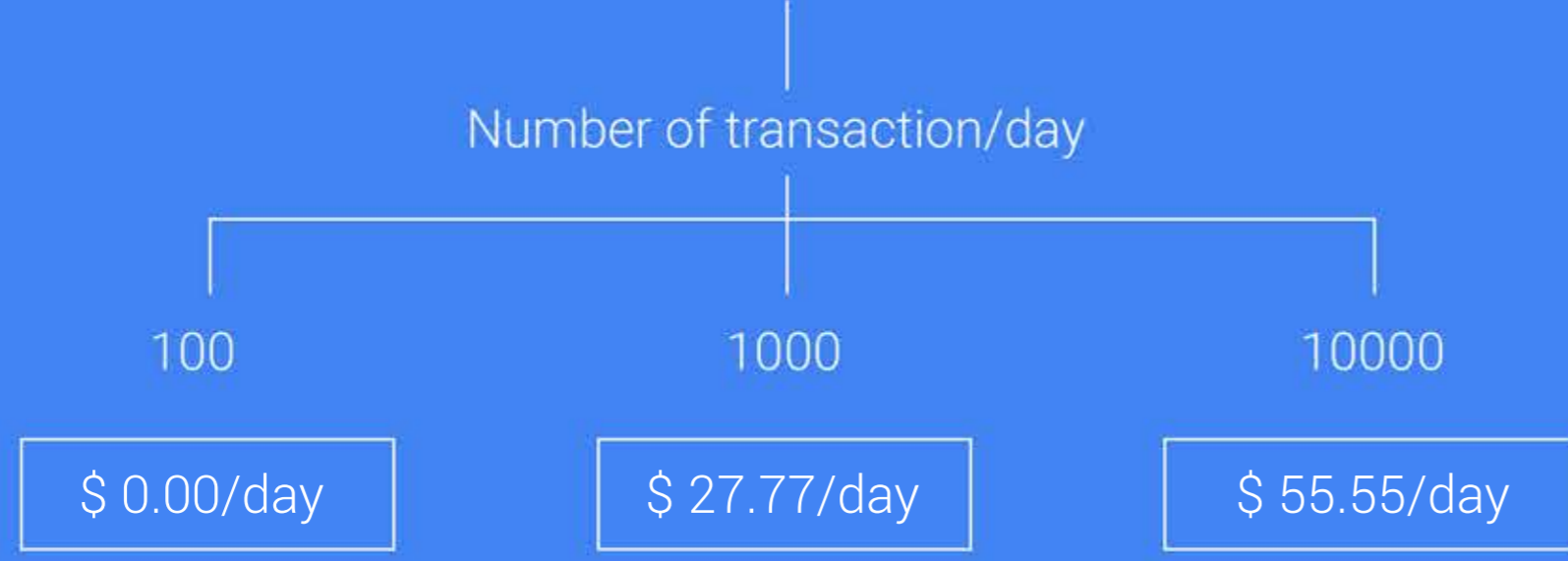


ON DEMAND PLATFORMS

Most common third party integration recurring cost



Google Maps APIs



Note :

- First 2500 hits/day are free. (which is more than enough for any entrepreneur)
- 1\$ for 5000 subsequent transactions per day
- Assuming 2 ETA/distance hits per transaction

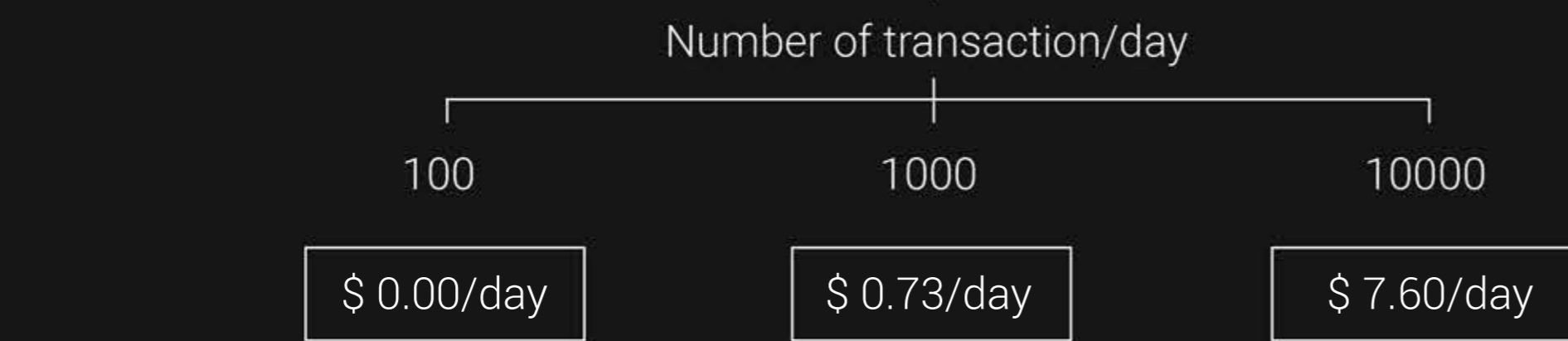


MANDRILL

Send emails to



using plans



Each block is a credit for 25,000 emails:

- 1-20 blocks: \$20/block
- 21-40 blocks: \$18/block
- 41-80 blocks: \$16/block
- 81-120 blocks: \$14/block
- 121-160 blocks: \$12/block
- 161+ blocks: \$10/block

Note :

- Cost is based on the volume.
- Assuming an average of 4 emails per transaction

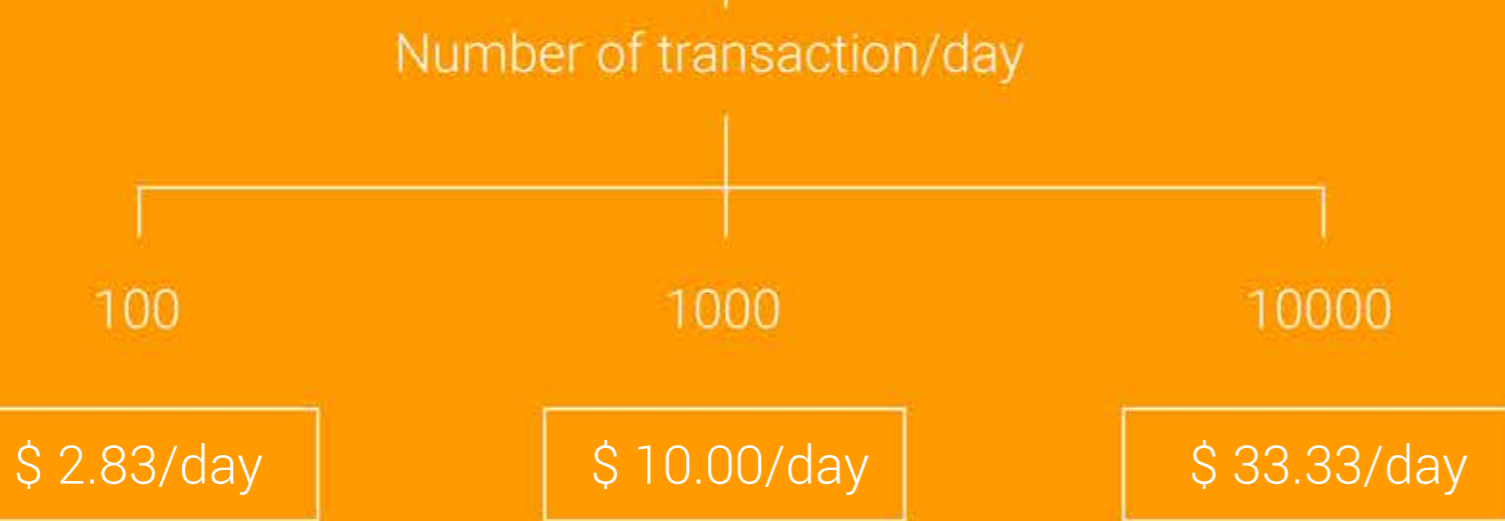
<https://www.mandrill.com/pricing/>



Amazon Web Services

plans

- Amazon EC2 provide Hosting Backend server, Database and front app web code
- EDB provide Database backups - taking backups of DB for last 30 days
- Amazon S3 provide Data storage - images, documents, database backups, logs



Note :

- 1 medium server for 100 trans/day
- 1 large server for 1000 trans/day
- 2 xlarge server for 10000 trans/day (load balanced and fail safe)

<http://calculator.s3.amazonaws.com/index.html>



twilio

Send SMS to

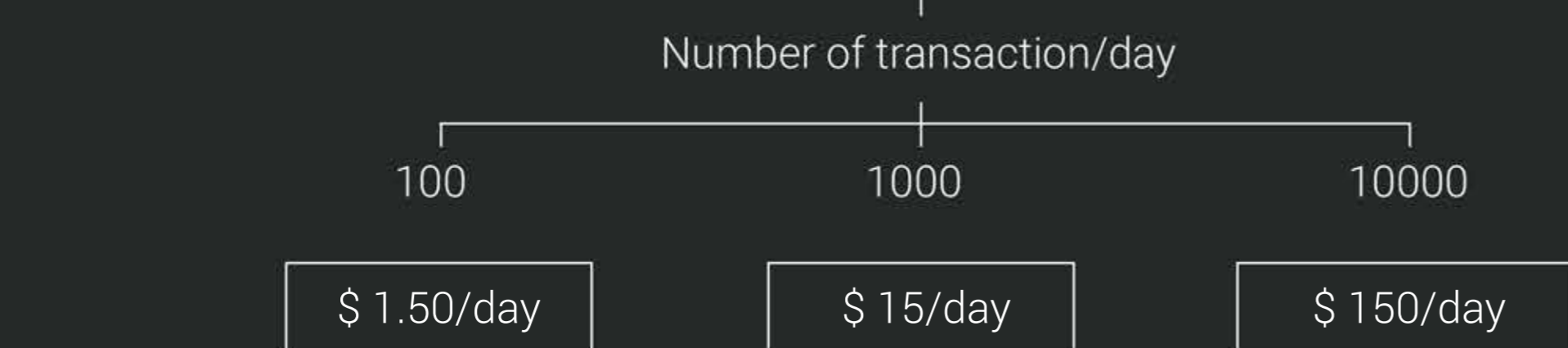


using plans

\$0.0075/SMS (for US)

For specific country go through the link

<https://www.twilio.com/sms/pricing/us>



Note :

- Assuming an average of 2 SMS per transaction

<https://www.twilio.com/sms/pricing/us>



Google Play Developer Console

plans

developer enrollment

provide

To upload apps to Android Google Play store

On Cost

\$ 25.00

<https://support.google.com/googleplay/android-developer/answer/6112435?hl=en>



SSL Certificates

plans

Standard SSL wildcard certificate



provide

To make all communication between app and server over HTTPS secure channel

On Cost

\$ 269.00/Year

<https://www.godaddy.com/ssl/ssl-certificates.aspx>



Developer

plans

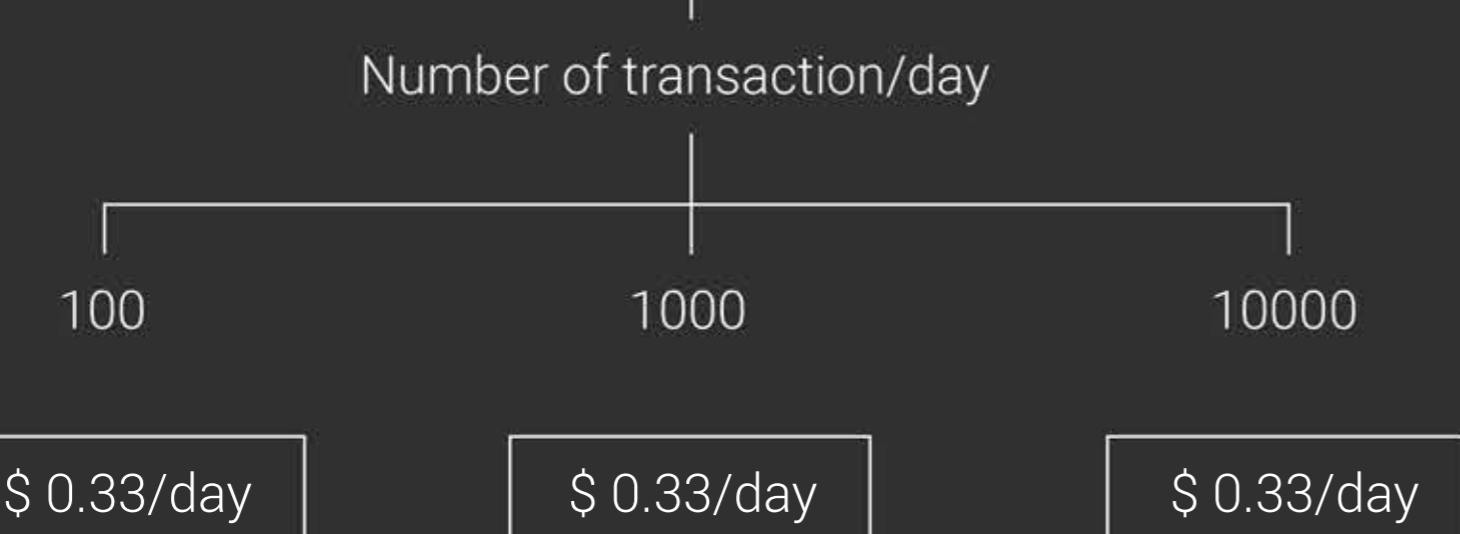
developer enrollment

provide

To upload apps to Apple iTunes Store

On Cost

\$ 99.00/Year



<https://developer.apple.com/programs/start/ios/>

Total operating cost for running an app

