# Property Market: Investment Ballparks

## Figure 1. Beta Program

| Version | Item | Estimated Cost (£k) |
|---|---|---|
| **Beta program Set up, implementation and management** | Beta Program Plan + Set up<br>Creating the requirements/the questionnaires, feedback. | £2k |
| | Writing Facebook ads | £1.5k |
| | 1 page landing page design & build + CRO tweaks moving forward. Form feeds into Mailchimp | £1.5k |
| | Content plan | 1k |
| | Email Set up and Mailchimp automation.<br>1 email p/w x 12 weeks<br>Designing Setting up the flow. £180 per week | £2k |
| | Reporting and data analysis over the course of the 12 weeks including PM - strategy consulting | £2k |
| | **Beta program Total:** | **£10k** |

# Figure 2. Estimates Table

| Version | Item | Estimated Cost (£k) |
|---|---|---|
| **v0: MVP** | Planning (MVP) | £6k |
| | Wire Framing & Design (MVP) | £30k |
| | Development: Core Features | £60k |
| | Initial Infrastructure / DevOps | £12k |
| | Internal Testing | £6k |
| | **MVP Total:** | **£114k** |
| **v1: Launch-ready** | MVP Acceptance testing | £8k |
| | Planning (Launch-ready) | £3k |
| | Design (Launch-ready) | £15k |
| | Development (Product refinement) | £20k |
| | Development (Launch-ready features) | £30k |
| | Infrastructure / DevOps refinement | £6k |
| | Creation of maintenance & Support Pipelines<br>*Including: documentation, systems & processes and automation where applicable* | £25k |
| | Marketing (Launch-ready) | £20k |
| | **Go Live!** | £3k |
| | **Launch-ready Total:** | **£130k** |
| **Ongoing Costs** | Development: Maintenance & Support | £30k pa |
| | Customer Service | £30k pa |
| | **Ongoing Costs Total** | **£60k pa** |
| **v2: Post-launch** | Marketing & Advertising | £30k |
| | Integrations & Advanced Feature Development | £80k |

| | Mobile App: MVP / Prototype | £80k |
|---|---|---|
| | **Post-launch Total** | **£190k** |
| **v3: Future Development** | Mobile App: Refinement, launch, support, etc | ?? |
| | Ongoing Website Development | ?? |

# Totals

## One-off costs

| | |
|---|---|
| v0: MVP | **£114k** |
| v1: Launch-ready | **£130k** |
| v3: Post-launch | **£190k** |
| **Grand total** | **£434k** |

## Ongoing costs

| | |
|---|---|
| Development: Infrastructure, Maintenance & Support | £30k pa |
| Customer Service | £30k pa |
| **Grand total** | **£60k pa** |

# How to use this estimate

This estimate is intended as a high-level ballpark to be used in the process of seeking investment. It would be ideal to seek investment that covers at least 3 years of ongoing costs to cover a decent period of time for establishing a paying user base. Therefore the total investment would look like the following:

Total one-off costs  +  ( Annual ongoing costs x 3 )   =   Total Investment

**£434,000  +  (  £60,000 x 3  )    =   £614,000**

There are two ways this investment can be broken down. Either it could be sought as a singular total investment or alternatively it could be broken down into three investment stages as follows:

| Investment # | Items | Amount |
| --- | --- | --- |
| Investment #1 | v0: MVP | £114k |
| Investment #2 | v1: Launch-ready app | |
| | Annual costs (3 years) | £310k |
| Investment #3 | v2: Post-launch (development & marketing) & Mobile MVP | £190k |

## What this estimate does and doesn't include

This estimate is intended to cover the design, development & deployment of an MVP web version of the TPM (v0) which is then refined and built-on, a support and maintenance pipeline put in and the app launched with budget in place for customer service and technical support & maintenance to keep the system running effectively (v1). At this point the system would be ready to start real trade though considering the systems reliance on a solid user-base significant discounts and offers would be in place to draw trade into the system - hence the inclusion for multiple years of ongoing costs in the estimation.

The estimate also includes a budget for the development of an MVP version of a mobile application. However, the estimate does not include the final costing of deployment / maintenance / launch / completion of the mobile application for a couple of reasons. Firstly, projecting costs further and further into the future beyond numerous development cycles gets increasingly more speculative and the mobile application will be heavily dependent on community feedback and features established in the development of the web application. Secondly, at this point in the project lifecycle the web service is launched and has running costs covered for a few years and therefore it would be pertinent at the time to decide a) whether extra work would be required on the mobile MVP to get it production-ready and b) (if costs dictate it is necessary to do so) decide whether it would be best to seek further investment to refine and deploy the mobile application or use revenue generated from the system itself. In addition to this the estimates in this document are quite generous / pessimistic to ensure investment doesn't fall short and therefore there may be enough budget remaining from this investment to take the mobile application to completion.