



# THE LOFT STUDIO ATLANTA

Since 2010

*“Where we make visions a reality”*

**2018 Service List**

[www.theloftstudioatlanta.com](http://www.theloftstudioatlanta.com)

AUDIO PRE / POST PRODUCTION - VIDEO PRODUCTION - WEB DESIGN - LIVE STREAMING - BRANDING - MARKETING



## ABOUT

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The Loft Studio located in Suwanee, Georgia was established in 2010 by producer, artist, writer, engineer Toby Meeks. Having realized there was a lack of inspirational studio environments for artists in the industry, she setup a meeting with Paul Cobb the owner of Rextrax Studios (located downstairs) and agreed to fill the occupancy upstairs in his building. Toby saw an opportunity and embarked upon building a project recording studio. A place where the artist/producer can freely be themselves and let there light shine.

“We maintain a philosophy of passionately producing the best possible sounding recordings”. We call ourselves a “Project” studio because we have the perfect facility and services to fill all your projects needs in a very motivating and inspiring way. We prefer you do your “project” with us, over your typical ‘just book a session’ client. The studio space itself boasts mind-boggling vibes. The layout of the studio, including the placement of furniture and availability of amenities, fosters a positive energy environment and an artistic creative atmosphere. The open layout of the studio and magnificent inspiring wood-ed surroundings combined with a large amount of professional ability and a relaxed vibe, all help to create a unique and inspiring recording experience.

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“This room is oozing with creativity!”

- Jonathan Jennings-

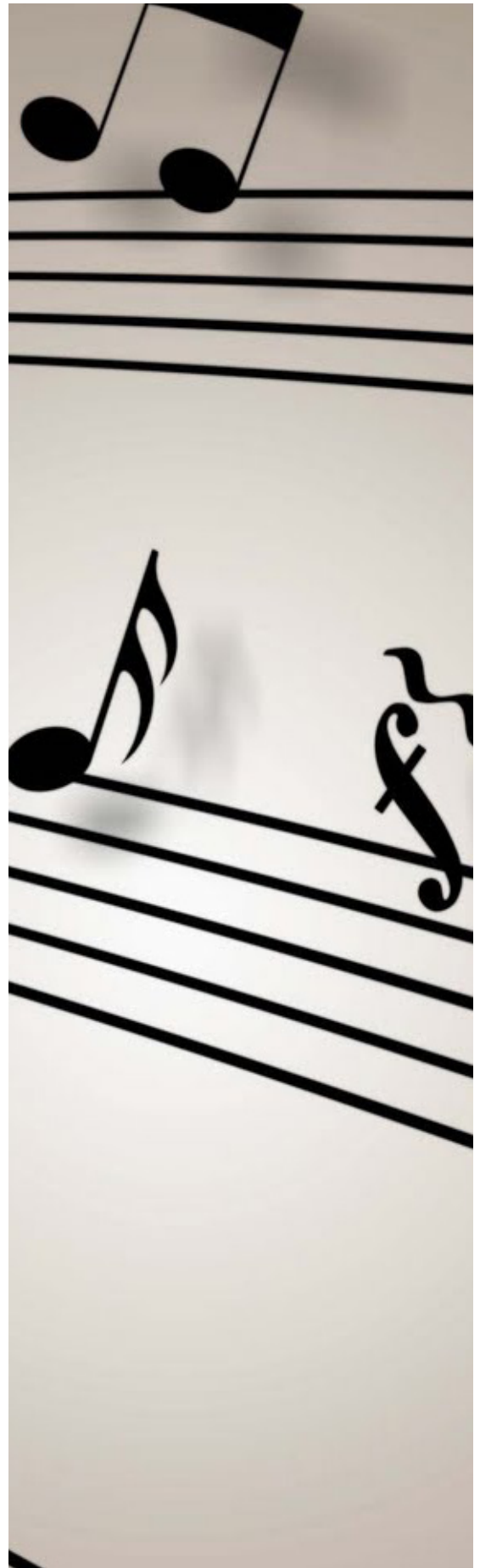
2X Grammy nominated, Soul Train Award nominated songwriter, Artist Developer

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“When recording music, our strongest focus is on the artist/ band and the music. We do all we can to make the artist/band feel as comfortable as possible, making sure we provide the best environment so they can produce their best results. We pride ourselves on offering our clients the complete recording experience. The various qualities that allow us to facilitate this include: our dedication to providing a stimulating environment, versatile atmosphere, a well-designed and great sounding recording space, a wide range of retro/current recording options and last but not least, educated, experienced and down-to-earth engineers.”

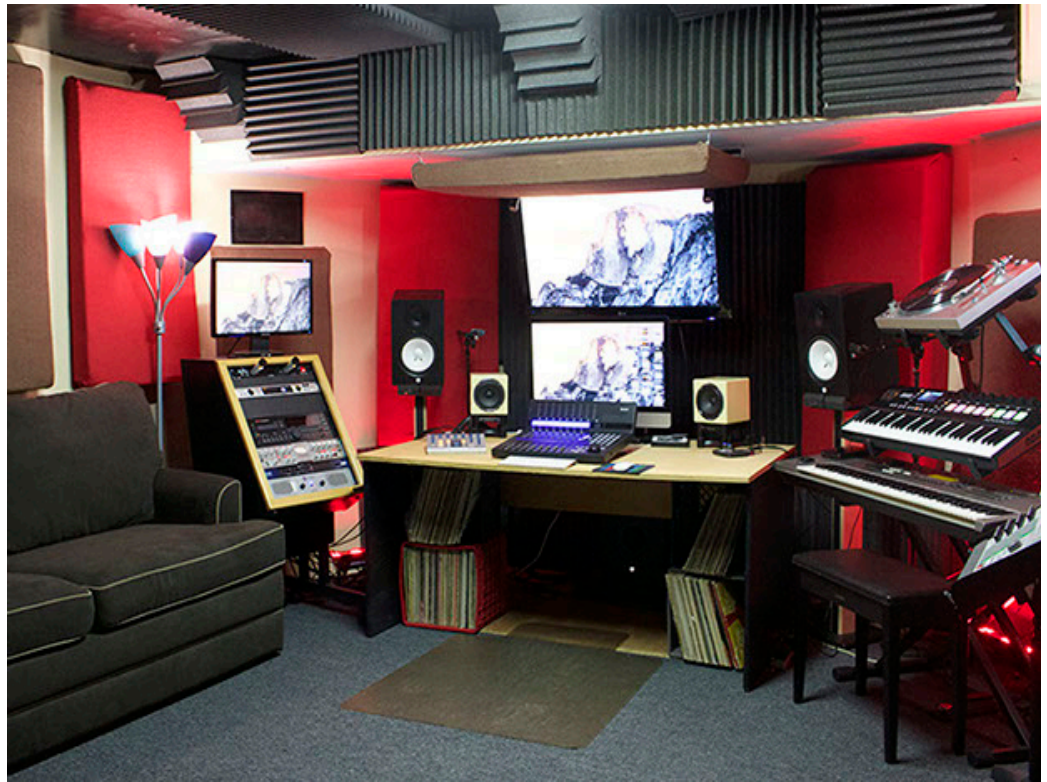
- Toby Meeks owner of The Loft Studio @ Rextrax.

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## Equipment List

Neumann U87AI  
AKG C214  
Shure SM7b  
Avalon 737SP  
Universal Audio Apollo  
Quad  
Icon QCON Pro Consol  
Pro tools 11  
Logic X  
UA Plug-Ins  
-Mic Pre's  
- Neve 88RS  
- SSL 4000  
- MANLEY VOXBOX  
- API VISION  
-UA LA610A  
-UA LA610B  
-Lexicon  
-Pultec  
-Fairchild  
-SSL  
-Studer  
-Oxford  
-Cooper Time Cube  
-Precision Multi band  
Slate Digital Plug-Ins  
& many more.  
AKAI MPC Renaissance  
Akai Advance 61  
Yamaha Motif 7  
AKAI MPC 2000XL  
Yamaha HS8's  
Yamaha sub  
Avantone Mixcubes



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Recording studio rates

\$40 per hour

Block rates - 4 HR \$150 - 8 HR \$275

Day rates and other blocks available. Please inquire for pricing.

Want to stream your session live? Ask about our live streaming services.

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### Need A Project Studio?

The Loft Studio can fulfill all of your project needs with our multimedia services. Our project services offer block studio rates with additional services for your project such as web design, music video production, EPK (electronic press kit), marketing and promotion, as well as branding. Yes, The Loft Studio is your one stop shop for all of your production needs! Your project will flow seamlessly from one facility and one consistent creative source.

The Loft Studio has a dedicated team of multimedia creative specialists experienced in new media production services such as:

- Music Videos
- Video Production / Editing
- Motion Graphics
- Logo Design
- Web Design
- e-commerce
- Graphic Design
- Social Media Marketing / Promotion

Let The Loft Studio help you to take your ideas from thought to manifestation in a professional creative space with working creative professionals.

## Audio Services

When you hear a good track, you may appreciate the effects and vibes that make you groovy or sentimental – whatever the track wants you to feel -- but very little thought goes toward the nitty-gritty of its creation process. If you happen to be the person making these tracks, say as a producer or a DJ, it goes without saying that you have spent numerous hours or days working on them so they don't just come out as perfect—but also professional in sound quality. One must take care of the recording of the individual elements and put them all together to form a cohesive and excellent track. After recording comes post-production, a process that involves two of the most important parts in the whole production process: mixing and mastering.

### WHAT IS A MIXDOWN?

Once your track is ready, you need to make sure that all levels are set properly. All audio tracks will be assessed so the perfect amount of EQ, compression and other FX can be applied. These FX are what blend all your sounds, making them sound as one. You know your mixdown is ready for mastering once you can hear every sound in its own space in the spectrum. Mixing is an art, just like production and it requires the right tools as well as experience.

### WHY DO I NEED SOMEONE ELSE TO DO MY MIXDOWN?

Mainly because you want to keep the creative flow and rely on someone with experience to handle the rest. Also, you might not have the budget to buy the best plugins or gear to get the work done. Finally, having another set of ears can give a completely new outlook on the song. This is always good, especially when it adds flavor to the piece.

### SHOULD I SEND YOU STEMS OR THE ABLETON PROJECT?

Both will work and it's up to you. If you're using a lot of VST's, I recommend you bounce each channel as a stem. The great thing about sending me your whole project is I will have the option to correct minor details that can make a huge difference. Plus, I always give tips and feedback on the production, in a more detailed way.





### MUSIC VIDEOS

With The Loft Studio, we listen to what your needs and interests are and then go out and find a way to make it happen. We'll design a professional, marketable music video production that you and your fans will be proud of. No matter what your band's format—from low-key vocals and piano to a multi-guitar metal group—The Loft Studio can help you break into the world of music video production. With The Loft Studio, we listen to what your needs and interests are and then go out and find a way to make it happen.

### CREATING YOUR VISION

Simply put, when you choose The Loft Studio, you've chosen:

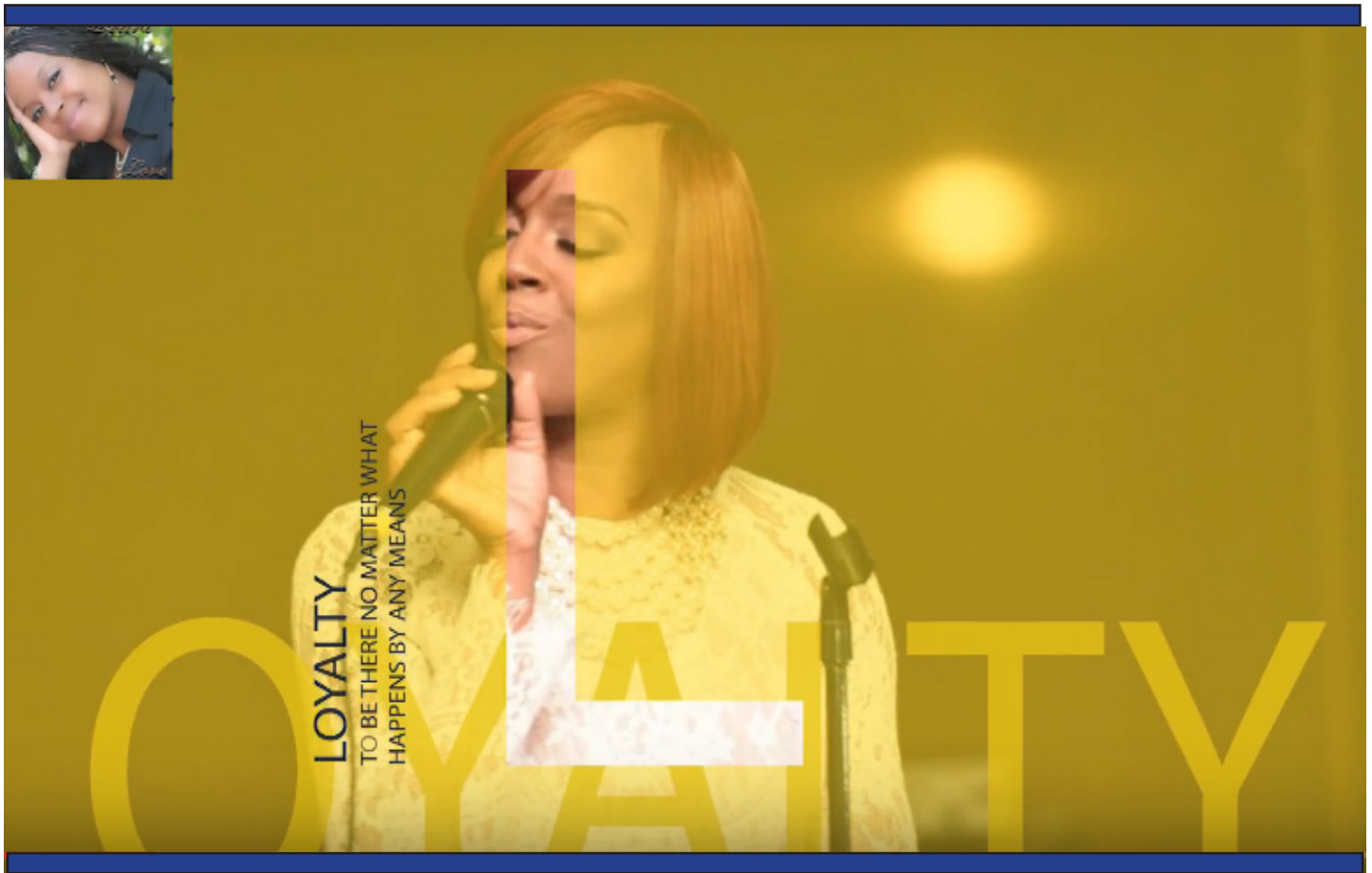
- An award-winning team of creative professionals willing to follow your artistic vision
- A company that delivers the highest production values
- An experienced group that has worked with a variety of clientele
- A company that understands your focus on a final product that's visually stunning

### YOUR VIDEO SHOULD REPRESENT YOUR MUSIC

You've put way too much time and energy into your music to just trust anyone to help you create a music video. You need a company that can work with you every step of the way and understands this tough business. From storyboarding, to direction, to post-production, The Loft Studio will ensure that all the details are in line with your artistic vision and concept. Whether you're into hip-hop, Latin, classic rock or country, The Loft Studio can help design a music video production that exceeds your expectations.

## Video Production

Video production services include music videos, TV commercials, corporate videos, product demo videos, animated videos, website videos, real-estate videos and much more. Specializing in going the extra mile by offering full-service video production, digital advertising, and creative marketing strategies. The Loft Studio can revive previous projects or create and execute from scratch. Catering to all your needs, if script to screen is your thing.



## Music Video Production

When you're looking for a professional music video production, choose The Loft Studio. From the best sound, to a professional creative team, The Loft Studio offers you a complete music video that your audience will love. We're the most trusted name in the business and know how to get the job done right the first time. Plus, we offer a variety of packages and formats to fit your needs. The final product can be obtained on DVD, CD, Internet streaming and other formats.

The Loft Studio offers so many benefits that the other guys, or an amateur, simply won't. Consider our high production values:

- Crystal clear audio
- Stunning graphics
- On2's video compression technology for the sharpest picture
- Perfect lighting
- Expert camerawork
- And so much more



## Photography Services

Professional photography for your project and website listings, brochures and flyers. Do you have a “do-it-yourself” virtual tour solution or work with a provider that allows you to upload your own images to their virtual tour hosting service? The Loft Studio can provide you with top quality imagery to create that positive first impression with potential buyers and to impress your clients. The Loft Studio also provides imaging services for commercial properties, apartments, businesses, website developers, graphic design houses, staging companies, home builders, community organizations, for-sale-by owners, and for personal use. We have a passion for photography and your satisfaction which is why we provide first class imagery and super fast turnaround after your shoot. Contact us today to schedule a session.

### HIGH DYNAMIC RANGE

What is HDR? High dynamic range imaging (HDRI or just HDR) is a set of techniques that allows a greater dynamic range of luminances between light and dark areas of a scene than normal digital imaging techniques. The intention of HDRI is to accurately represent the wide range of intensity levels found in real scenes ranging from direct sunlight to shadows. The process involves photographing a particular subject or scene with a series of bracketed exposures from darker to lighter, then combining these images and tonemapping the final photograph to achieve the desired result. HDRI provides for a more realistic or stylized representation of a scene or subject, depending on the intent of the photographer. Have your properties shot in HDR for truly stunning imagery that will make your properties more memorable.

#### 11-20 IMAGE PHOTO PACKAGE \$250

- Fashion Interior & exterior images. For smaller to medium size properties. May include multiple angles of key areas as available.
- Individual images analysis and optimization.
- High resolution “print” images and lower resolution “web” images.
- HDR (High Dynamic Range) imaging on all photos.

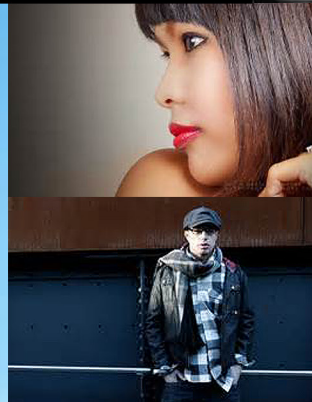
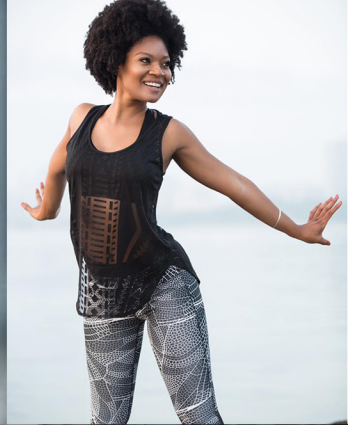
#### 21-40 IMAGE PREMIUM PHOTO PACKAGE \$375

- Interior & exterior images. For medium to larger size properties. Includes multiple angles of key areas.
- Individual images analysis and optimization.
- High resolution “print” images and lower resolution “web” images.
- HDR (High Dynamic Range) imaging on all photos.
- 41+ IMAGE PHOTO PACKAGE Call for quote

DUSK SHOOT : Add \$250 to any of these packages for dusk sessions after 5pm. Trip fees apply to sessions outside our primary coverage area









Whether you need a small personal web site or a big corporate portal, The Loft Studio will provide you with innovative web 2.0 solutions. We are always prepared for any non-standard requests and ready to come up with possible solutions. We build user friendly, browser and screen-resolution compatible, W3C compliant websites, which are fast, cost effective, accessible, and will represent your identity on the web in the best professional way.



### Web design

- Custom website design
- Website redesign
- CMS skins
- Blog design
- Joomla design
- CPanel skins
- PSD to XHTML



### Web development

- Custom programming
- E-commerce
- Custom CMS
- CMS modifications
- Social network mods
- WHMCS integration
- Web 2.0 solutions



### Graphic design

- Banners
- Logo design
- Print design
- Presentations
- Flyers/CD covers
- Custom graphics
- Vector art

### Why choose us?

100% custom web design

- Professional web design service
- Guaranteed to improve your on-line presence
- Customized skins for any cms, blog or forum
- Affordable e-commerce skin solutions
- Custom logo and banner design
- Free quote option
- Quick turnaround



Website Packages	BASIC SITE \$1000	SILVER SITE \$1500	GOLD SITE \$2500	E-COMMERCE \$2500 & Up
Website Pages	5	10	15	15**
Home Page	✓	✓	✓	✓
About Us Page	✓	✓	✓	✓
Contact Form	✓	✓	✓	✓
Services / Products Page	✓	✓	✓	✓
Initial Site Optimization	✓	✓	✓	✓
Stock Photos Available	✓	✓	✓	✓
Premium Listing*	✓	✓	✓	✓
Email Addresses Included	2	4	10	10
Blog Included	\$\$	✓	✓	✓
Sell Online	\$\$	\$\$	\$\$	✓

\*\* Product pages are included in addition to content pages.

\$\$ - Additional costs involved





## Project Studio Services Packages

### Silver Package

STUDIO TIME	MUSIC VIDEO	EPK	WEBSITE	MARKETING	PROMOTION
16 HRS	ONE LOCATION	3 MIN	3 PAGES	1 WEEK	1 PROMO VID
<u>Cost \$1,700</u>					

### Gold Package

STUDIO TIME	MUSIC VIDEO	EPK	WEBSITE	MARKETING	PROMOTION
32 HRS	THREE LOCATION	5 MIN	5 PAGES	2 WEEK	2 PROMO VID
<u>Cost \$2,700</u>					

### PlatinumPackage

STUDIO TIME	MUSIC VIDEO	EPK	WEBSITE	MARKETING	PROMOTION
46 HRS	2/ THREE LOCATION	10 MIN	6 PAGES	4 WEEK	3 PROMO VID
<u>Cost \$4,800</u>					
e - commerce for digital downloads 3 - songs					

### Diamond Package

STUDIO TIME	MUSIC VIDEO	EPK	WEBSITE	MARKETING	PROMOTION
50 HRS	3 / FOUR LOCATION	2 -10 MIN	7 PAGES	6 WEEK	4 PROMO VID
<u>Cost \$5,600</u>					
e - commerce for digital downloads full - LP					



*Note: Studio time over 24hrs can be broken up in multiple 8hr blocks. e-commerce packages are for project music downloads only. Additional e-commerce products can be added at additional cost.*

## LIVE VIDEO STREAMING SERVICES

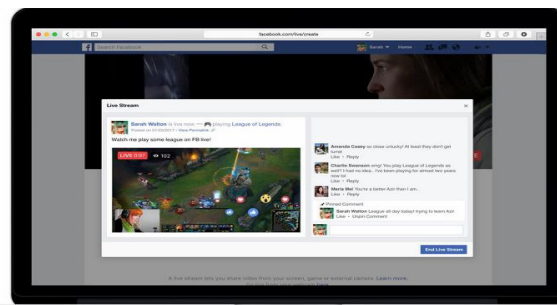
### Start Broadcasting Your Events Live From Your Website



The Loft Studio offers professional and complete live video streaming services for everyone, anytime, anywhere. You can live stream literally anything from your TV and Radio programs, company meetings, CEO announcements, concerts, weddings, funerals, church services, IP CCTV cameras etc. It takes less than 2 minutes to set up and go live - It's that simple! Experience breathtaking HD Live Multi-Bitrate HLS video streaming. Delivered to all desktops and mobile devices. Giving you a true edge for your customers viewing experience no matter what device or connection speed.

## LIVE CHAT

**Engage With Your Audience** The Loft Studio gives you the ability to add a pre-configured live chat module when streaming your live event. Interact with your audience like never before.



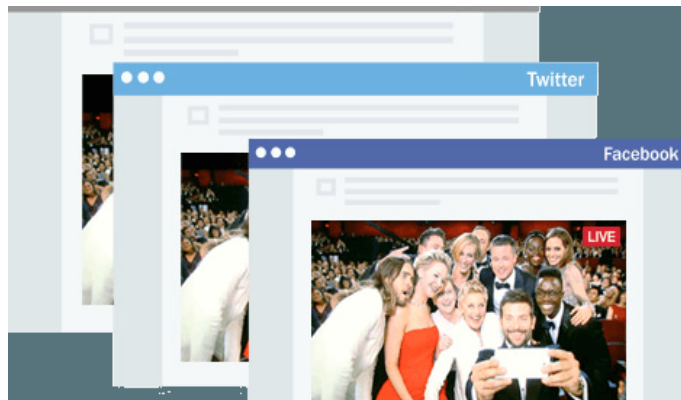
## PUBLISHING

### Live Streaming From Your Site

The Loft Studio gives you full control over how and where you publish your live streaming player. You can embed your player with an iFrame Embed Code on any site. You can also generate a Direct URL Link which can be emailed or placed anywhere. Or publish directly to your social Facebook and Twitter accounts.

## VIDEO SECURITY & PROTECTION

**Stay In Control Of Your Live Video Streaming** The Loft Studio offers you top level security features to protect your videos. You can use Secured Streaming which will encrypt your video to prevent pirates from downloading your videos. You can also lock your events and videos to specific Domains, Geo locations and IP addresses as well as being able to password protect them.



## STANDARD FEATURES IN ALL SERVICE PLANS

- Unlimited Simultaneous Connections
- HD Live and VoD Streaming
- Flash & Mobile Support
- Wide Range Of Embed Options
- Auto Device Detection



## MORE FEATURES



Your Brand



Cloud Recording



Ad Free



Video Hosting



Password Protection



Player Customization



Video Apps &  
Playlists



HD



Analytics



API



Plays On Mobile  
Devices



Broadcast From Your  
Mobile



IP Camera Streaming



Linear Streaming



Keep Your Copyrights

### SILVER PACKAGE

- 30 - Minutes Recording on DVD, Flash Drive, or Mp4
- 2 HD Cameras
- Professional Audio Output
- Professional Lighting

\$150

### GOLD PACKAGE

- 60 - Minutes Recording on DVD, Flash Drive, or Mp4
- 4 HD Cameras
- Professional Audio Output
- Professional Lighting
- Live Chat
- Split Screen Skype Calls

\$250

### PLATINUM PACKAGE

- 120 - Minutes Recording on DVD, Flash Drive, or Mp4
- 7 HD Cameras
- Professional Audio Output
- Professional Lighting
- Live Chat
- Split Screen Skype Calls
- Pay - per View
- Digital Downloads
- Stream from your website
- Shopping Cart

\$450

### Make Your Live Streams Available As On Demand

Save time and effort with The Loft Studio's cloud recording feature. Your live events will be recorded and made available for your viewers to see on demand within minutes after the live event is over. No need to upload your recordings manually!

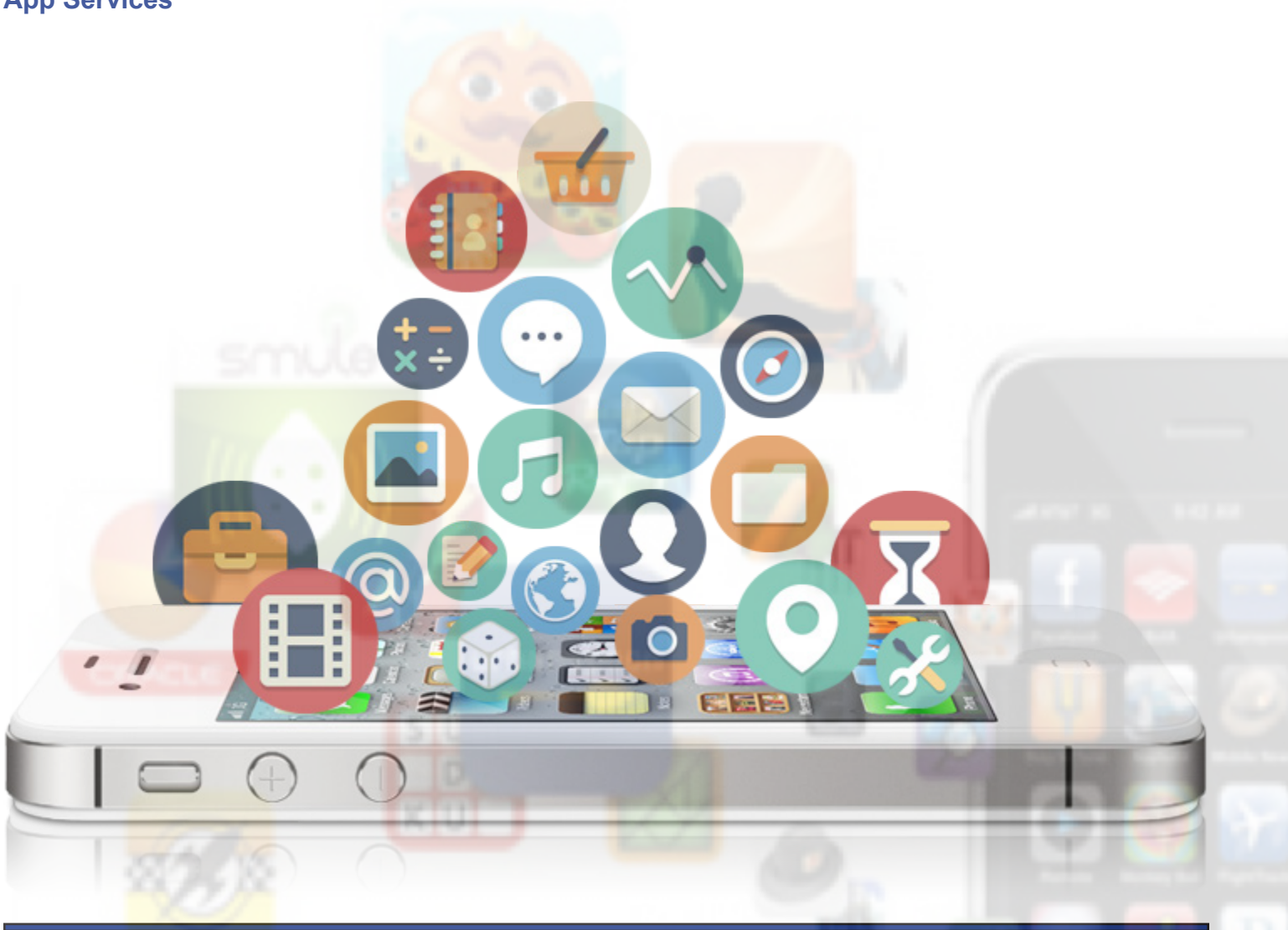




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Tommy Gunz - Platinum Producer (Mims, Tearra Marie)  
Ronnie Devoe - New Edition  
Shanell Red - Songwriter (Faith Evans, Pattie LaBelle & more)  
Freckles TheWriter - Songwriter (Janet Jackson, Brittany  
Spears, Seal, Ginueine & more)  
Mykal Snoddy - Producer (Jennifer Hudson, Plies, Diddy,  
Jamie Foxx, Trey Songz & more)  
Jonathan Jennings - Songwriter (Chris Brown, Omarion,  
Musiq, Usher & more)  
Charles "Dr Do Music" Davids - Producer/Songwriter (Ginueine, Teddy Riley & more)  
Timmy Gatlin - Guy  
GMF - Producer (Ludacris, Ty Dolla \$ & more)  
Andre Carter - Author/Writer (Braxton Family Values)  
Carmolina Dalomba - International Artist  
King Nitty  
TMI  
Pearl  
Ginisis  
Meekz Maine  
Good Money Rico  
Marlon Brando  
P-Moe  
Ocean Kelly  
Zello  
Domo

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We are an ADC Select Member (Apple Developer Connection)



We have access to World Wide Developer Conference (WWDC) material since 2008



Security of data is ensured by signing an NDA (Non Disclosure Agreement)



We are experts in application framework(CocoaTouch, Box2D, OpenGL ES, Cocos2D, Corona, Gideros)



Experts in Objective C, Xcode and Ruby



### Mobile App Development Cost and Process

#### iPhone App Development Cost / Process, Android App Development Cost / Process

Often clients ask The Loft Studio to provide them with a ball-park cost to develop an app, so they can decide on a budget or approach investors to raise money for the app project. In this section, we will go over the mobile app development process, different talent requirements and items that affect the mobile app development.

### Mobile App Development Process

Below items show the typical process of mobile app development:

- **Wireframing** - Wireframing is an important process of building an app; this is because it will build the foundation of how the app needs to be designed and function. One important thing to note is that with mobile apps, it will be much more time-consuming and costly to redo the screens or rebuild functionality than a web app, so, it is important to build the wireframes before starting the development. During the wireframing, an app UX specialist and an app developer need to have discovery sessions (brainstorming) with the project owner to iron out how the app is going to be designed and function. The more complexity, or the more screens the project has, the longer it will take to complete the wireframing. To complete the wireframing, an app UX specialist will draw up the navigation, screens, and all of the elements that goes into the app screens and noting the functionalities for each screen.
- **App Screen Design** - Designing the app screens (front-end) for both iOS and Android.
- **App Programming** - Programming the app screens (front-end) for both iOS and Android.
- **Application / Database Framework** - Setting up the application's server-side framework (cloud / back-end) and creating the database structure.
- **Server-side Application Programming** - Writing all of the server-side code for implementing the back-end functionality.
- **APIs Development** - Writing all of the APIs that connect the app screens to the server-side application and database.
- **Usability QA** - Testing the app screens for bugs and fixing any issues.
- **Multi-platforms, Multi-devices, OS versions, Resolutions QA** - Testing the app on all different platforms (iPhone, Android, Windows Phone) and different OS versions of each platform (Apple iOS has two popular versions: iOS 8 and iOS 7). Android OS has five popular versions (Android 4.1, 4.2, 4.3, 4.4, 5.0). Different resolutions of different mobile devices between different devices of smartphones, iPads, and tablets, there are quite a bit of resolutions to test for and it can be time-consuming.
- **Back-end QA** - Testing the back-end code for performance and security.
- **Cloud Setup** - Deploy the server-side application to the server / cloud.
- **Submit to App Stores** - Deploy the app to the App Stores.



iPhone App  
Development



iPad App  
Development



Android  
Development



Hire App  
Developer



Web App  
Development

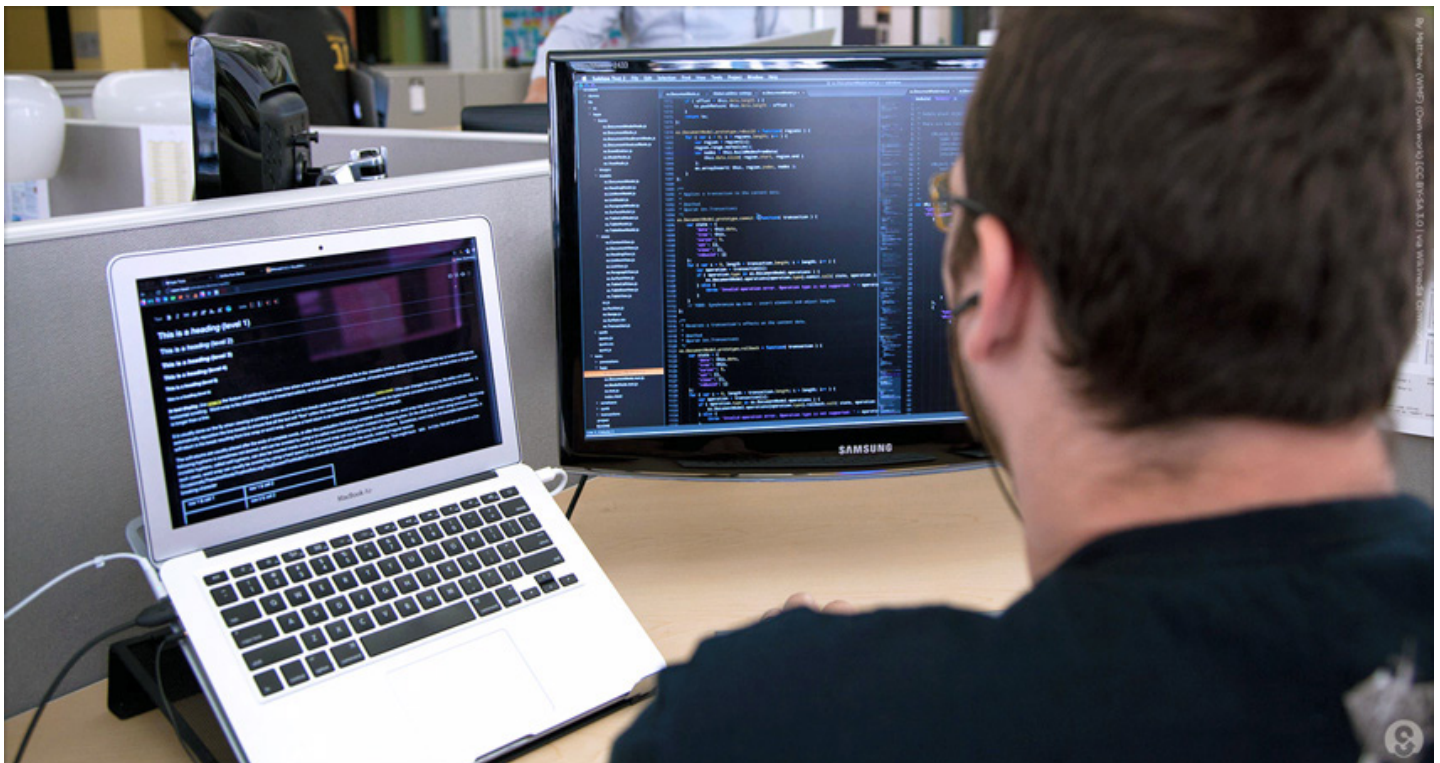


## Talent needed to Build a Quality Mobile App

Building a quality mobile app requires many steps and requires different talents with different specialties:

- For wireframing, a UX (User Experience) Specialist who has experience in building app screens with the best user experience. A UX Specialist should know the app conventions and rules of showcasing the navigation and elements on the screens making it easy for users to better navigate the app and find what they need, in the right priority.
- For designing the app screens, the Designer needs to know how to design for different devices: iPhone, Android and Windows phone screens. In short, the Designer should have the experience and the vision of how different objects or graphic elements are going to look on small phone screens and different resolutions. The Designer also needs to use the right size, right graphics, icons, and themes for the app.
- For programming the app screens, the Programmer needs to have experience in using Xcode environment with
- Objective-C or Swift for iOS, and Java for Android. Usually, programmers become specialized in either iOS development or Android Development.
- For writing the server side application and APIs, the Programmer needs to have experience in writing maintainable code with best security and performance.
- For QA, the Quality Assurance Specialist and Tester needs to be detailed oriented and have experience in looking for the functionality and design issues that are usually not easy to see by the Developers.
- Deployment of the server-side application goes beyond being a Developer or Programmer; it requires an experienced Programmer and a Cloud Specialist, sometimes referred to as DevOps. The DevOps needs to have experience in installing the application, create a reliable server environment, database redundancy, backup, security, performance and scalability of the application.
- Deployment of the app to the app store is usually an easy task.

So, when you look at the talent requirements of building an app, you will realize that to build a quality app that is nicely designed, user friendly, functional and scalable, you will need different talents with different experiences and specialties. This can add substantial cost to the app project.



## Mobile App Development Cost Factors

The cost of developing a mobile app is based on these factors:

### **- App Platforms and Environment**

- Building for all platforms substantially increases the cost. This is because Apple iPhone uses Xcode IDE and Objective-C or Swift Programming Language. Android uses Java Programming Language and Windows uses C# Programming Language.
- If the developer needs to build the app for all platforms, and the app needs to be built using the native programming language of each platform, the cost of development will be doubled or tripled because of the amount of time that is needed to build the app using different programming languages of each platform.
- If the app can be built using hybrid development technology, the developer can build it once using, for example, HTML5, CSS and JavaScript and use PhoneGap to prepare the app for all platforms. This can reduce the cost substantially of building for all platforms.
- To read more about the differences between native app development versus hybrid app development, use the below linked article: [Native App Development vs Hybrid / PhoneGap App Development](#)

### **- Customizations vs using Standard App Widgets and Convention**

The more customizations that you make, the more time it takes to develop your app.

- Also, it is good to know that the app development environment for each platform provides certain widgets for building the standardized convention such as navigation, changing screens, animations and other app user interaction elements. When using the standard convention, the app development cost will be more cost effective.



## - Number of App Screens

- The number of screens has a direct impact on the cost; the more screens you have, the more work will go into building the app.

## - Complexity of the Screens

- It is recommended to build cleaner (and less busy) screens with simple navigation that uses standard app conventions. This will provide the best user experience and reduces the cost of development.
- If you build busy screens with many complex navigational elements, the cost of the app development will be higher

## - Ecommerce and In-App Purchases

Anytime you are working with money, the developer needs to be extra careful with the calculations and security.

- So, in-app purchases and dealing with money add more time to development because extra time is needed to make sure that the calculations are accurate, and the app is secure.
- Even after the development is completed, I would recommend doing additional testing on transactions to guarantee the accuracy of the calculations before going live with the application.

## - Integration with the Third Party APIs

- When the app needs to communicate with other services, the developer needs to learn and interface with third party APIs.
- This will require extra time to learn the third party APIs and implement them correctly. In many cases the developer cannot assess the amount of work that is involved in interfacing with third party APIs until he/she spends some time learning the API and interfacing with it.

## - Complex Animation

Customized and complicated animation and games can take substantial development time.

- Complicated animations that do not provide any practical purposes can also slow down your app and frustrate the user. So, try to stay away from complicated animations that do not serve any practical purpose.





## - Number of App Screens (con't)

### - Support for Multiple Mobile Screen Resolutions

There are three types of mobile devices:

#### Smartphones - examples:

Apple iPhone 3,4,5,6 or Samsung Galaxy S2, S3, S4, S5, or LG Nexus 4, 5.

tablets (the screen size is between Smartphone and Tablets), examples: Apple iPhone 6 Plus or Motorola Nexus 6. Tablets examples: Apple iPad multiple versions, mini multiple versions, Air, Samsung Galaxy Tab (multiple versions).

The above devices all have different screen resolutions. For the newer versions of the devices' OS, there are ways to resize the content to match most screens, but to build custom interfaces to support all screen resolutions can be very time-consuming and costly.

### - Support for all versions of the devices operating system (OS)

- Below is the list of all mobile devices OS versions and all popular OS versions. If you are looking to support all of the OS versions of all devices, the cost will be much higher.

we would recommend selecting only the popular versions of the devices OS to support.

Apple's Mobile Devices Apple's Mobile OS is called iOS. iOS has versions ranging from version 1.0 to 8.0 (released on September 2014).

Below is the list of popular iOS versions, and approximate percentages of their market share as of February 2015:

iOS 8: 80%

iOS 7: 19%

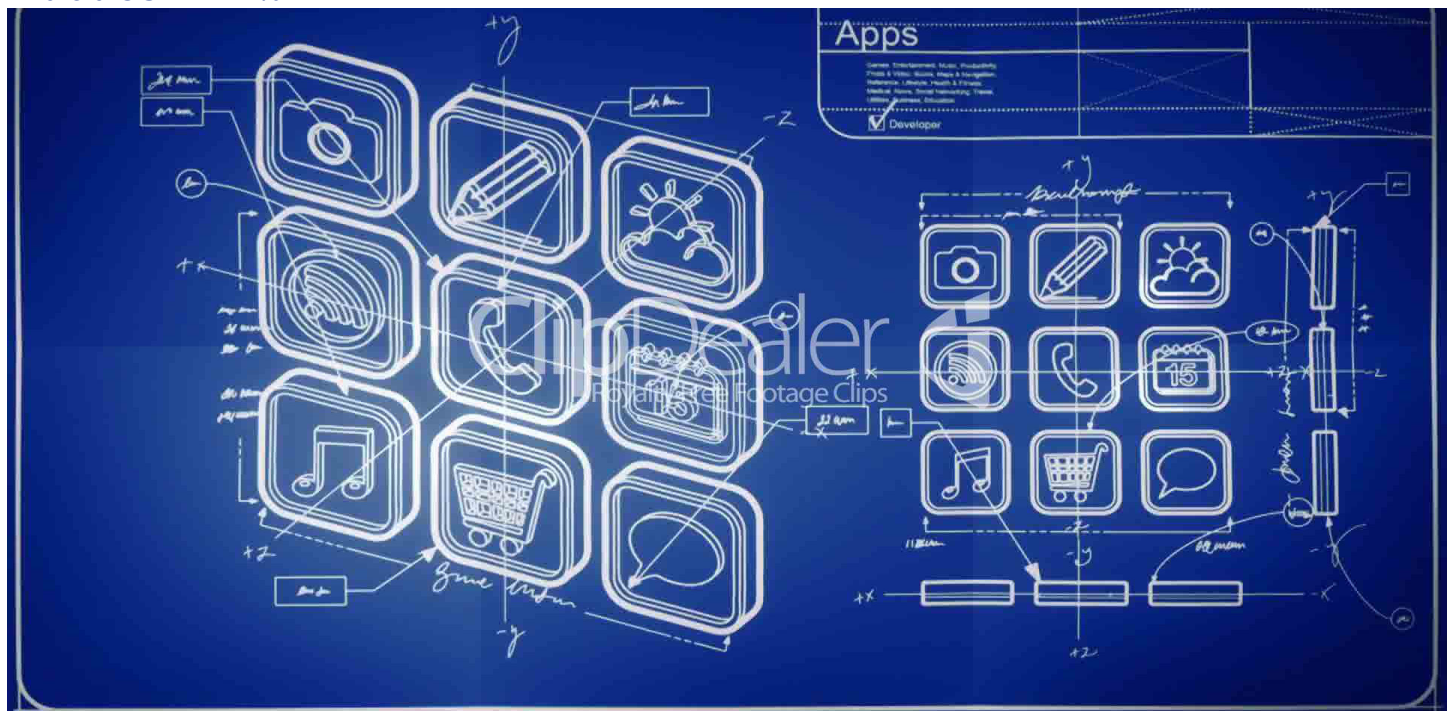
Android's Mobile Devices Android OS has versions ranging from 2.2 to 5.0 (released on November 2014) As of February 2015, the popular Android OS versions are: (percentages are approximate)

Android OS 4.4: 60%

Android OS 4.3: 7%

Android OS 4.2: 13%

Android OS 4.1: 12%



Ball-park Cost Breakdown for <b>Native App Development: Android &amp; iPhone</b>						
Project	Small MVP	Small Enterprise	Medium MVP	Medium Enterprise	Large MVP	Large Enterprise
Discovery and Wireframing	\$1,500	\$2,500	\$2,500	\$3,500	\$5,000	\$9,000
App Screen Designs	\$2,000	\$3,000	\$3,500	\$5,000	\$5,000	\$9,000
iOS native development	\$9,000	\$11,000	\$37,000	\$45,000	\$60,000	\$90,000
Android native development	\$9,000	\$11,000	\$37,000	\$45,000	\$60,000	\$90,000
Back-end Programing, Database and APIs	\$5,000	\$7,000	\$9,000	\$10,000	\$12,000	\$12,000
Application Administration	N/A	\$7,500	\$9,000	\$15,000	\$10,000	\$20,000
Quality Assurance and Refinements iOS	\$2,000	\$2,500	\$5,000	\$6,500	\$7,000	\$9,000
Quality Assurance and Refinements Android	\$2,000	\$2,500	\$5,000	\$6,500	\$7,000	\$9,000
Deployment and Cloud	\$1,500	\$2,000	\$2,000	\$3,000	\$2,000	\$3,000
<b>Total (One Platform)</b>	\$21,000	\$35,500	\$68,000	\$81,000	\$101,000	\$152,000
<b>Total (Android and iPhone)</b>	\$32,000	\$49,000	\$110,000	\$125,500	\$168,000	\$251,000

Ball-park Cost Breakdown for <b>Hybrid App Development: Android &amp; iPhone</b>						
Project	Small MVP	Small Enterprise	Medium MVP	Medium Enterprise	Large MVP	Large Enterprise
Discovery and Wireframing	\$1,500	\$2,500	\$2,500	\$3,500	\$5,000	\$7,500
App Screen Designs	\$2,000	\$3,000	\$3,500	\$6,000	\$5,000	\$9,000
Hybrid App Development using PhoneGap technology	\$10,000	\$12,000	\$38,000	\$45,000	\$65,000	\$100,000
Back-end Programing, Database and APIs	\$5,000	\$7,000	\$9,000	\$10,000	\$12,000	\$12,000
Application Administration	N/A	\$7,500	\$9,000	\$15,000	\$10,000	\$20,000
Quality Assurance and Refinements	\$2,000	\$4,000	\$5,000	\$7,000	\$9,000	\$11,000
Deployment and Cloud	\$1,500	\$2,500	\$2,000	\$3,000	\$2,000	\$3,000
<b>Total (Android &amp; iPhone)</b>	\$22,000	\$38,500	\$69,000	\$89,500	\$108,000	\$162,500



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