

PROTECTIVE INVESTMENTS IN HIGHLY PROFITABLE PROJECTS


## Project №1426 <br> Mobile application

Description: The author of the project plans to create a mobile application for the social services sector, which is a platform for interaction between motorists and business owners providing auto services (service stations, tow trucks, auto parts stores, etc.) throughout Uzbekistan.
At the moment, the Author of the project has carried out work to study the market and competitors present, work has been done to draw up an application work plan in the form of a psd layout for developers. The project is being implemented at the initial stage of development throughout the republic with further expansion to the Russian market.
In the future, it is planned to add additional service areas to this application to provide quick and high-quality assistance to the population.
Project implementation period after attracting investments: 4 months

Required investment amount: 150 000\$

| Name | Amount, \$ |
| :--- | ---: |
| Application development | 65400 |
| Purchase of office furniture | 2200 |
| Server rental | 100 |
| Salary for 4 months | 16800 |
| Room rental for 1 month | 1100 |
| Taxes, patents, firm, internet | 2000 |
| Listings on the Apple Store | 1000 |
| Marketing per year | 50000 |
| Lawyer services | 3000 |
| Business trips | 5000 |
| Development costs | 3400 |
| TOTAL: | $\mathbf{1 5 0 0 0 0}$ |

Monthly income data:

| Name | Users' quantity | Price per 1 user, $\$$ | Amount, \$ |
| :--- | :---: | :---: | ---: |
| Premium Subscription | 1500 | 5 | 7500 |
| Built-in advertising integration | 10000 | 0,4 | 4000 |
| Promoting partners in the <br> recommendation system | 50 | 15 | 750 |
| Commissions from the services <br> provided |  |  | 3414 |
| TOTAL: |  |  |  |

Monthly expenses data:

| Name | Amount, \$ |
| :--- | ---: |
| Employee salary | 3000 |
| Premises for rent | 1100 |
| taxes | 500 |
| Server rental | 100 |
| Marketing | 4000 |
| TOTAL: | $\mathbf{8 7 0 0}$ |

- Annual income: 15 664\$*12 mo. $=\mathbf{1 8 7} \mathbf{9 6 8 \$}$
- Annual expenses: $8700 \$ * 12 \mathrm{mo}=\mathbf{1 0 4} \mathbf{4 0 0 \$}$
- Net profit per year: 187 968\$ $-104400 \$=\mathbf{8 3} \mathbf{5 6 8 \$}$
- Profitability of investment capital:
$\mathbf{R O I}=\frac{\text { Net profit }}{\text { Investment amount }} \times$ Investor's Share $* \mathbf{1 0 0} \%=\mathbf{4 5 \%}$
Distribution of shares:
$\mathbf{8 0 \%}$ - the investor and $\mathbf{2 0 \%}$ - the project author before the full return of the investment, $\mathbf{5 0 \%}$ - the investor and $\mathbf{5 0 \%}$ - the project author after the full return of the invested funds.

