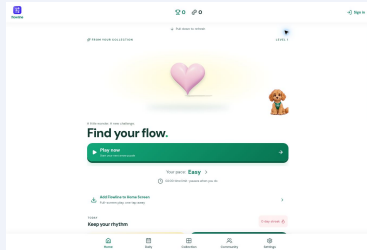


Estimate ongoing app costs

Account for operating costs beyond the initial build.



FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

YOUR ACTION PLAN

- 1 List hosting, storage, messaging, third-party APIs and distribution expenses.
- 2 Separate fixed subscriptions from usage-based charges.
- 3 Model a small, medium and busy month using explicit assumptions.
- 4 Assign monitoring and review thresholds to an owner.

EXAMPLE - ILLUSTRATIVE

An SMS reminder cost depends on message volume, not just the number of registered users.

CHECK YOUR RESULT

Would the business notice unexpected usage before the bill becomes a surprise?

Estimate ongoing app costs

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

Service:

Fixed cost:

Usage unit:

Estimated volume:

Budget alert:

Owner:

DONE WHEN

Would the business notice unexpected usage before the bill becomes a surprise?

FURTHER READING

[Apple App Review Guidelines](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.