

# Your Digital Transformation Begins with an MVP Mobile App.

## Which Pathway is Best for You?

By 2023, mobile apps will generate \$935+ billion in revenue. If your company is ready to enter the digital pool, a Minimum Viable Product (MVP) app may be the best way to dip your feet.

[Eric Ries](#), the man responsible for bringing this concept to the forefront, defined MVP as “the version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.”

It's important to keep in mind that “least effort” doesn't mean just basic functionality. It's critical that an MVP is viable, so customers can use it for the intended purpose it was built. Collecting user feedback without functionality, reliability, usability, and well-thought-out design is impossible.

While the importance of developing an MVP is all well and good, it doesn't negate legitimate hesitations regarding the expense or uncertainty of the overall investment. Depending on various factors and choices, MVP development costs for an enterprise-quality app can range from \$100k to \$1m or more. We've explored the options and estimated approximate costs so you may make a more informed decision on which MVP pathway is best for you.

### In-House MVP Development

In-house development comes with many expenses and can be highly time-consuming just to get a team in place and trained. You also need to consider salaries, setup fees for the IT infrastructure, cost of the tech stack, overhead expenses, employee benefits, hardware, workspace, and more. It's important to note that two tech stacks are needed to design and develop for both iOS and Android. That's right, two versions of the same app are needed to be competitive across all devices. Apps also require ongoing maintenance and updates to keep up with OS and device upgrades.



Having your own in-house team certainly has its advantages. But it also requires the time-consuming task (and cost) of finding quality developers in an already shrinking pool of talent.

Here is an example of an in-house dev team costs according to [ZipRecruiter](#):

In-House Resources MVP (9-12 Months)	In-House Estimated Costs
Product Manager (full-time)	\$130,184
Mobile Developer iOS (full-time) x2	\$99,506 x2
Mobile Developer Android (full-time) x2	\$114,102 x2
Backend Developer (full-time)	\$104,522
UX Designer (part-time; 50%)	\$55,394 (\$110,788 FT)
QA Engineer (part-time; 50%)	\$53,469 (\$106,939 FT)
DevOps (part-time; 50%)	\$57,713 (\$115,426 FT)
IT/Software, Licenses, etc.	\$25,000
Recruiting & Benefits (35% of salaries)	\$289,974
<b>Total MVP Costs</b>	<b>\$1,143,472</b>

*Source: ZipRecruiter (average US salaries)*

## Agency MVP Development

According to research by [Clutch](#), the median cost for a single agency-developed mobile app ranges from \$37,000–\$171,000 but can climb to more than \$500,000 (reminder, you need two apps—iOS and Android). A combination of factors contributes to the vast price discrepancy for app development:

- **Agency team experience:** Newer agencies that have yet to build a quality portfolio or have enterprise experience are likely to take on projects with smaller budgets, but agencies with extensive expertise and experience, high-quality portfolios, and proven results will likely charge more.
- **Agency team size:** Technical requirements and project time frame can exponentially impact the size of team needed.
- **App complexity:** Apps that have integrations with enterprise systems like Microsoft, Salesforce, or other applications that connect with multiple APIs, require user login, eCommerce, GPS, or other complex features will cost much more than a simple app.
- **Backend scalability:** Without knowing the number of users an app will garner, it's difficult to accurately tell what architecture will be required to support it. Architecture that is easier to scale to accommodate an influx of users or data is typically more expensive than a single cloud instance.
- **Agency location:** Overseas agencies tend to be more affordable than onshore agencies. Of course, foreign agencies often come with their own challenges, like project management, language barriers, and time zones.

## Agency MVP Development (continued)

Let's assume you're looking to debut an MVP enterprise-level app that meets a specific need and opens opportunities to seize a market segment. A large agency and a mid-sized shop might quote you \$300,000 to deliver an app. The difference is that the large company adheres to a waterfall process, delivering on the original specifications after farming out work to the lowest-common bidder. Conversely, the mid-sized shop probably uses an agile methodology that is more flexible but also more likely to have cost and timeline overruns.

Plus, you will need developers for Android and iOS.

And once your MVP is launched, how will you support it? For your app to be successful, you will need an in-house team or continue to pay an agency to assist with maintenance, updates, support, security, marketing, and more, which many agencies don't provide. This additional support can range from \$100,000 to >\$1M to take the MVP to a full-featured app with broad market use.

Based on data-based rates by [Upwork](#), assuming a 6-month development time for a solid, MVP app including an in-house project manager should cost you something like this:

Agency Resources MVP (9-12 Months)	On-Shore Estimate	Off-Shore Estimate
Android App Developer Android x2 (\$135/hr)	\$280,000	\$140,000
IOS App Developer iOS x2 (\$125/hr)	\$260,000	\$130,000
Backend Developer (\$100/hr)	\$80,000	\$40,000
QA Engineer (\$85/hr)	\$25,000	\$12,000
UX Designer (\$95/hr)	\$25,000	\$12,000
Project Manager (\$100/hr)	\$80,000	\$40,000
Total	\$750,000	\$374,000
In-House Project Manager (full-time)	\$130,000	\$130,000
<b>Total MVP Cost</b>	<b>\$880,000</b>	<b>\$504,000</b>

Source: Upwork & Business of Apps, Off-Shore costs estimated at 50% less than US according to Accenture

## Why Bryj is The Better Solution

[Statistics](#) show that 78% of business owners have been happy with their outsourced partners, and \$75.2 billion was spent on outsourcing security in 2021.

With these numbers in mind, Bryj would like to introduce you to an alternative—and better—option. One of the most significant differences is that we work as an extension of your team, backed by our technology platform that powers apps. Most importantly, we can deliver your MVP in less time, accelerating your digital transformation with an accelerated path to ROI.

Here is an example of Bryj's costs:

Bryj Solution (3-6 Months)	Estimated Costs for iOS + Android App
Hybrid/Native/No-Code Development	Included
Pixel Perfect UX Design	Included
Customization & Configuration	Included
Enterprise System Connectors	Included
Integrations and SDK (Real-Time Sync)	Included
24/7 Monitoring	Included
Star Rating Monitoring & Booster	Included
App Store Compliance & Support	Included
Security & Persistent Login	Included
OS Related Updates & Compliance	Included
First Party Data	Included
Analytics Dashboard	Included
Engagement Data & Dashboard	Included
Push Notifications	Included
In-App Messages	Included
Predictive Analytics (Personalization)	Included
Dynamic Content	Included
Campaign Management	Included
Retargeting & Audience Building	Included
<b>Total</b>	<b>\$120,000</b>
In-House Project Manager	\$110,000
<b>Total MVP Cost</b>	<b>\$230,000</b>



## Why Bryj is The Better Solution (continued)

Once your MVP is launched with Bryj, you have instant access to our superior marketing tools, including predictive analytics (AI), personalization, in-app engagement, push messaging, and more, without needing a develop or another system. Plus, you can expect ongoing updates, new feature enhancements, security, enterprise system connectivity, and iOS & Android app store publishing.

Type of Team	MVP Development Estimated Costs
In-House Team	\$1.14M (9-12 Months)
On-Shore Agency	\$880,000 (9-12 Months)
Off-Shore Agency	\$504,000 (9-12 Months)
<b>Bryj – Your App Solution Team</b>	<b><u>\$230,000 (4-12 Weeks)</u></b>

## Your App Lifecycle Has Just Begun

Starting with an MVP is definitely a best practice for the early stage. With an MVP, you are equipped to receive valuable feedback from your app users and make smart decisions on whether to add new features or not. You'll also begin attracting more users, which increases the load on your servers. This is where mobile app support and maintenance take center stage.

According to [Statista](#), each quarter, around 100,000 new apps appear on Google Play. Most of these apps are abandoned completely after they're released because they are not maintained properly.

Technically, maintenance means only fixing bugs and adapting for new devices, screen resolutions, and operating system versions. However, after you launch your app, you need to take care of much

more than that, including adding new updates, integrating new technologies, creating new content, and adapting to the latest trends in features, design, and technologies.

Several of the leading development companies say that mobile app support and maintenance takes 15% to 20% of its total yearly budget – but in the real world, that just isn't true.

In fact, maintenance of a mid-sized/enterprise project costs anywhere from \$5,000 to \$11,000 per month. To get rid of legacy code and keep your software fresh, you may spend up to 50% of the annual cost in app maintenance. The number of abandoned apps is the biggest indication why maintenance should be the most important part of your app's lifecycle.

## Managed vs Unmanaged Mobile Apps

The stats prove managed vs unmanaged apps tend to be more successful. That is why it's critical you invest in long-term maintenance to prevent your app from becoming outdated or deleted. The most active apps in the app market receive between 1 and 4 updates per month.

Also, the app maintenance cost highly depends on the tech stack that you are choosing for your app. In case you are keeping your app up to date with the latest trending technologies, you might need to spend extra.

## Example of Enterprise-Level App Updates and Maintenance Needs:

- Hosting Services
- Bug Fixes and Updates
- Functional & Performance Services
- API Integration Updates
- IT Support
- Mandatory App Version Updates
- CX and UX/UI Improvements
- Security & Privacy
- 24/7 Monitoring of App and App Stores
- App Store Publishing and OS Patches

## Example of App Maintenance Costs Based on Different Locations:

Location	Per Hour Rate
North America	\$50 - \$150
South America	\$30 - \$80
Western Europe	\$40 - \$100
Eastern Europe	\$25 - \$80
Australia	\$40 - \$100
India	\$25 - \$50
North America	\$50 - \$150
South America	\$30 - \$80
Western Europe	\$40 - \$100
<b>Approximate Annual Costs U.S.</b>	<b>\$312,000</b>
<b>Approximate Annual Costs India</b>	<b>\$104,000</b>

## Launching Your MVP with Bryj

Once your MVP is launched with Bryj, you receive instant access to our superior marketing tools, including predictive analytics (AI), personalization, in-app engagement, push messaging, and more...all without needing a develop team or another system.

Plus, you can expect ongoing upgrades, product enhancements, security & privacy, enterprise system connectivity, and iOS & Android app store publishing and so much more—all included with your subscription.

## Bryj Powers Amazing Apps for Everyone, Everywhere



## The Most Complete Enterprise Mobile App Solution

Companies looking to grow customer engagement must have a mobile app to compete in the digital pool. Starting with an MVP is an excellent way to get started without getting in over your head. We've shared the costs you can expect depending on the path you take to get your mobile app.

[Bryj](#) is the only complete enterprise mobile app solution that delivers faster and on budget. We have powered billions of app sessions, trillions of logs exchanged with enterprise systems, trillions of log sessions analyzed, and 10+ billion native notifications served. We are trusted by the best partners worldwide, including Salesforce and Microsoft. Our customers are international, enterprise-level businesses with \$100M to +\$1bn in annual revenue.

Ready to learn how you can go from your idea to launch of an enterprise-level MVP? [Book a demo with Bryj today, and let's work together on your digital transformation and ongoing success.](#)



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