

## Buckets Business Model

Buckets can be profitable in several ways: by charging users the standard \$0.99 app download cost, allowing travel agencies or hospitality firms to “sponsor” a bucket item for a set fee, or even showing ads for specific retailers/airlines/hotels depending on what users have in their buckets. For example, “Scuba Dive in Hawaii” sponsored by Hawaiian Airlines, or “Go Wine Tasting in Napa” sponsored by a specific winery. At this point, we’re most interested in the sponsored/featured bucket items because they’re the least intrusive to users. We imagine that featured items would be distinguished by a company logo and show up in the “recommended for you” section when users go to add items to their bucket list.

The cost structure for the product is relatively straightforward, we will need to pay salaries for engineers and designers and pay the yearly development license fee to Apple. If we sold the app rather than distributed it for free on the App Store, Apple would also take 30% of the sales proceeds. However, if we made deals with external vendors for sponsored bucket items, Apple couldn’t claim a portion of the revenue.

We plan to acquire users through primarily word of mouth and advertisements in the popular social media platforms since they tend to be relatively inexpensive ways to advertise while reaching a lot of target users.