

Barenaked App: The Figures Behind Web Apps

DropSend, FreshBooks, Maya's Mom,
Mobissimo & Wesabe

Bare Naked App

Video: Don't Try Working in Coffee Shops

Ryan Carson | The Timeframe, Video Diaries, Amigo | Saturday, April 1st, 2006



What's this all about?

We're blogging about the selling of our web app [DropSend](#). Read more on the [About Page](#).

Previously on BNA

- [The Making of Amigo](#)

Carson Systems' Projects

- [Future of Web Apps](#)
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Ryan Carson
DropSend.com



maya's mom ^{beta}
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Kathryn
Menlo Park

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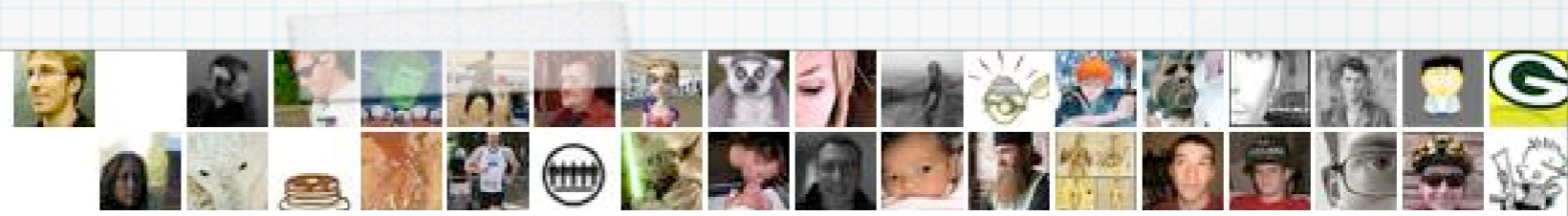
Notes ?

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» Kathryn has photos - they can only be seen by friends

Ann Crady
MayasMom.com



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E.B. Rent	Tags: rent, off	-5700.00	\$2,683.21
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Beatrice Tarka Mobissimo.com

How much to build it?

- * DropSend: \$48,012
- * FreshBooks: \$20,000
- * Maya's Mom: \$70,000
- * Mobissimo: \$60,000
- * Wesabe: \$200,000

To build DropSend

- * Design: \$9,500
- * Development: \$25,365
- * Hardware & hosting: \$7,200
- * Lawyers & accountants: \$5,947

To build FreshBooks

- * Design: \$0
- * Development: \$0
- * Hardware & hosting: \$16,000
- * Lawyers & accountants: \$4,000

To build Maya's Mom

- * Design: \$15,000
- * Development: \$50,000
- * Hardware & hosting: \$5,000
- * Lawyers & accountants: \$0

To build Mobissimo

- * Design: \$5,000
- * Development: \$47,800
- * Hardware & hosting: \$4,200
- * Lawyers & accountants: \$3,000

To build Wesabe

- * Design: \$0 (Equity)
- * Development: \$190,000
- * Hardware & hosting: \$10,000
- * Lawyers & accountants: \$0

How much in monthly maintenance?

- * DropSend: \$3,625
- * FreshBooks: \$46,000
- * Maya's Mom: \$30,000
- * Mobissimo: \$150,000
- * Wesabe: \$3,000+

To maintain DropSend

- * Design: \$0
- * Development: \$700
- * Hardware & hosting: \$2,925
- * Lawyers & accountants: \$0

To maintain FreshBooks

- * Design: \$4,500
- * Development: \$14,500
- * Salaries: \$16,000
- * Hardware & hosting: \$8,000
- * Lawyers & accountants: \$3,000

To maintain Maya's Mom

- * Design: \$5,000
- * Development: \$20,000
- * Hardware & hosting: \$5,000
- * Lawyers & accountants: \$0

To maintain Mobissimo

- * Team: \$70,000
- * Hardware & hosting: \$18,000
- * Lawyers & accountants: \$2,000
- * Marketing: \$60,000

To maintain Wesabe

- * Design: \$0
- * Development: Changing
- * Salaries: Changing
- * Hardware & hosting: \$3,000
- * Lawyers & accountants: \$0

Yearly revenue

- * DropSend: \$149,544
- * FreshBooks: TOP-SECRET!
- * Maya's Mom: TOP-SECRET!
- * Mobissimo: TOP-SECRET!
- * Wesabe: \$0

Yearly profit

- * DropSend: \$106,044 (before tax)
- * FreshBooks: TOP-SECRET!
- * Maya's Mom: Not breaking even yet
- * Mobissimo: \$450,000 (before tax)
- * Wesabe: \$0

The overview

- * DropSend: Build \$48,012 Monthly: \$3,625
- * FreshBooks: Build \$20,000 Monthly: \$46,000
- * Maya's Mom: Build \$70,000 Monthly: \$30,000
- * Mobissimo: Build \$60,000 Monthly: \$150,000
- * Wesabe: Build \$200,000 Monthly: \$3,000+