

**Template: Journey to the Future**

Basic Structure: From idea to Product

Estimated work hours of developers

Pekkas work estimation

freelancer artist estimation



Length 10 - 30 sec.

Full HD potrait, landscape and 1:1 Square

Audio: Music / Speak

Features we need to develop:

New user & new copy of the template	10
Editable text	10
text floating to multiple lines	5
changeable font typeface, size and style	5
Camera motion is not editable, but timing is.	0
Many variations of camera motion to choose	0
Use camera as potrait mode	10

Animated 3D icons	
Swappable objects	5
Swappable backgrounds	2
How long it takes to develop these features?	47

How much developing shall cost?	?
How many developers?	?
Where is project hosted during dev?	At Chris Scott's server
Where is project hosted when ready?	?

How soon we can develop a version that is a real web-app and end-users do not need expensive Nvidia GPU's ?  
3-4 months?

How many users needed to be logged in?  
License need  
max 2  
Free

How long it takes from Pekka to design a new template like this?  
1 week, later even 2-3 per week.

idea for a template variation	6
Moodboard generation	4
Asset gathering	8

Outsourcing this design work to freelancers:		
How long it takes to design a new template?		25
How much that costs to us?		?
When end-user is editing the template, all this is needed, estimated work hours:		

Training, how long?	2		
When training is done with video / chatbot then how long it takes to create the tutorial materials?			100
How much that costs to us?			?
How often we need to update tutorials?	every 6 months for a start		

Asset cost in €

<b>Main environments</b>	
Bookworm Experiment	26
Bike Shop Environment	120
Old Classroom	54
<b>Assets</b>	
Defect Ultimate Props Bundle	87
Archinteriors Vol 1 Scene 4	65
Underground Subway	43
Abandoned Carnival Circus	4
Ancient Treasures	0
<b>Assets SUM</b>	<b>399</b>
<i>Free Nvidia Assets - usage &amp; licence not clear yet</i>	

Asset redesign, ( before 1M sales) cost estimation? ?

How long end-user edits the template, estimation? 3 h

How much will that cost to us as

a useage of server resources? 10-20 € per hour ?

How long shall Path Traced rendering take? 1 hour of rendering per 10 sec ?

How much will rendering cost to us ? ?

iRendering test

How much we shall bill for this video		
Pay per used time / server resources?	10-20 €	
Pay per rendered / downloaded video?		100 €
<b>Combination of both?</b>		<b>120 €</b>

Pilot project based Ad Agency prize	1200 € per video?
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