



*"Before you  
Spend your  
First Euro  
on an App"*

**10 questions to ask yourself  
before investing in app  
development**

# Let's begin.....

Have an idea and need a mobile app? Congratulations – you might be holding the next big tool that could transform your business, or even change an entire industry.

Before you dive into development, preparation is key.

Your first conversation with a developer or app agency can be quick, efficient, and productive – or it can turn into a long, confusing process full of misunderstandings and unnecessary costs.

The difference lies in how well you've prepared your answers to the key questions.

This checklist will help you clarify your priorities, goals, and expectations.

By answering these questions, both you and your developer will understand exactly what's needed for your project – and you'll gain the confidence that you're investing in the right direction.

# Why Choose Grow-App?

We help you go from idea to impact. Our team combines design, strategy, and development to create apps that not only work – but grow with your business.

We are Grow-App – a determined team of people who believe that even a small spark can ignite a powerful flame of innovation.

We combine our expertise, passion for technology, and desire to make the world a better place.

Our story didn't begin in corporate offices but in the minds of two people who realized that the best projects are born when creativity, discipline, and a clear purpose come together.

We know how frustrating it can be to have a vision but lack the support or technical foundation to bring it to life.

That's why we're here – to remove barriers and help startups, small businesses, and individuals turn their ideas into products that reach real users.

## What we do:

We build custom mobile apps with a strong focus on quality, user experience, and modern technology – including artificial intelligence.

Our solutions aren't just designed to work – they're built to create real value and make everyday life easier, smarter, and more enjoyable.

## Why we do it:

We believe that every great idea deserves a chance.

Our goal is to be the bridge between your vision and its successful launch.

By combining project management, development, and AI expertise, we work with you to create something that truly matters.

We may not have been on the market for decades, but we bring determination, expertise, and a genuine drive to grow – together with you.

**Grow-App – where ideas become reality**



## 1. What problem should my product or service solve through a mobile app??

An app itself isn't the product – it's a tool designed to support your business or make working with your product or service easier. Its goal is to remove obstacles, simplify the customer journey, and increase the value of what you already offer.

**Example:** If you sell sports supplements, your app could act as a training companion, offer personalized recommendations, and make it easier for customers to reorder their favorite products.

**Key question:** How will the app help the user – and how will that support your core product or service?

## 2. Who is my target user?

Every app should be designed for a specific person. A startup app for students will look completely different from a corporate app for managers.

**Tip:** Create a persona – a fictional user with a name, age, interests, and a specific problem your app helps solve.



### 3. What is the app's goal for the company?

Is it meant to generate revenue (through direct sales, ads, or subscriptions)?

To make your team's work easier?

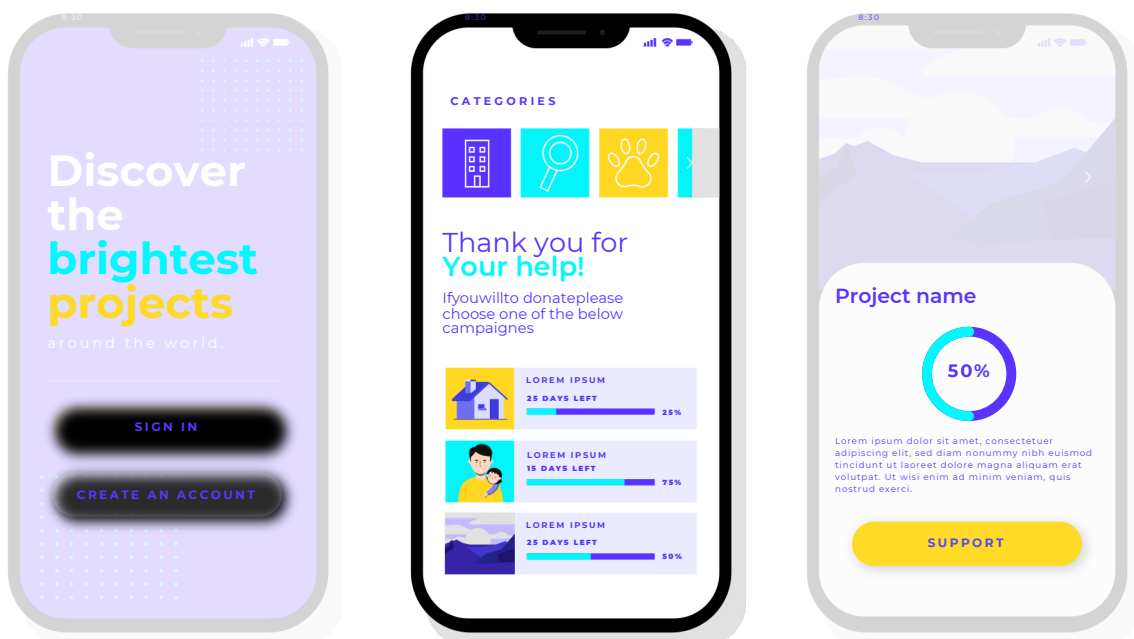
Or to improve customer service?

The app's goal needs to be clearly defined – otherwise, you won't be able to tell whether your investment was worth it.

### 4. Which features are essential – and which can wait?

A common mistake is wanting everything at once. Start with an **MVP (Minimum Viable Product)** – the core version with only the most important features.

**Example:** If you're building a food delivery app, the MVP should include ordering and payment. Features like courier route tracking can come later.



## 5. What budget can we allocate?

You don't need an exact number – but you should have a rough budget range. A developer needs to know whether you're working with €5,000, €20,000, or €100,000.

A clear budget prevents unnecessary back-and-forth and helps find a solution that fits your possibilities – that's how we like to work, too.).

## 6. Which technologies or platforms do we prefer?

Android, iOS, or both? A web version, perhaps?

You might even prefer a hybrid app – one codebase that works across multiple platforms.

If you're not sure yet, that's okay – but it's worth having at least a rough idea of which devices you want your app to run on.





## 7. How will we maintain the app?

Development is just the beginning. Your app will need updates, fixes, and ongoing support. Do you have a plan for who will take care of that?

**Tip: Plan for regular maintenance – and make sure it's included in your development quote.**

## 8. How will we measure the app's success?

Without clear metrics, you won't know if your app is truly performing.

Define what you'll measure, such as:

- the number of downloads,
- active users
- conversions (purchases, sign-ups)
- retention – how many users keep coming back.

**“What you don't measure, you can't improve.”**

## 9. How will we promote the app?

Even the best app will fade into the background without marketing.

Will you use ads, social media, PR, or email campaigns to spread the word?

**Marketing and distribution are just as important as development itself.**

## 10. What do I expect from working with a developer?

Do you want just a coder to build the app – or a partner who'll help with UX, business strategy, and stay with you even after launch?

Be clear about what you expect from the collaboration – it's the best way to **avoid misunderstandings and disappointment.**



# Did you know...?

Based on our experience, to officially launch a mobile app, you'll need to have a website.

For paid apps or serious projects, a website with Terms of Service is a must – both to build user trust and to satisfy Apple's review requirements. Apple likes to see that there's a real, credible company behind the app.

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To publish an app on the App Store (Apple) or Google Play, you'll need a tax identification number (TIN) if your app will include a paid version or in-app purchases.

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If your app is FREE, you don't need a tax ID or a business license. All you need is a developer account – the app can then be published under your personal name.

## **Pricing in the App Store and Google Play is predefined as follows:**

### **Price Tier selection**

Both Apple and Google use predefined pricing levels (for example: €0.99, €1.99, €2.99, and so on).

### **Types of monetization**

**Paid app** – the user pays once upon download.

**In-app purchase (IAP)** – one-time payments made inside the app, for example, to unlock extra content.

**Subscription** – monthly or yearly payments, which is the most common monetization model.

**Ads** – the app is free to use, but you earn revenue through advertising.

## Platform commission

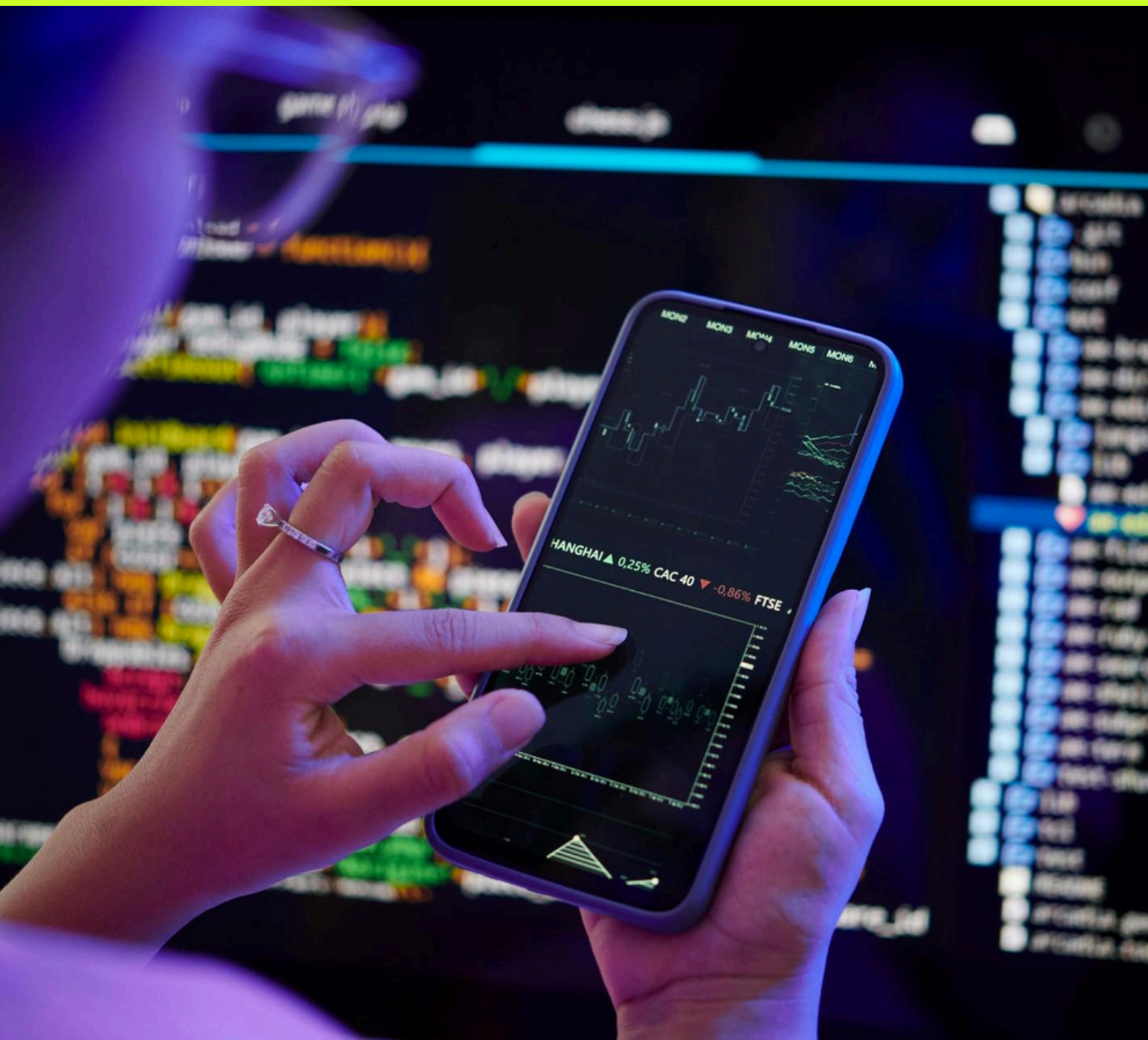
Both Apple and Google take a **30% commission** from every payment.

If your annual revenue is **under \$1 million**, you qualify for the **reduced 15% commission** under the **Small Business Program**.

## Tax (VAT)

Both **Google and Apple** handle VAT payments on your behalf in most countries – including **Slovakia**.

You receive the **net income**, after **commission and VAT** have been deducted.



# Conclusion

Developing an app is a big step – but good preparation is half the success.

If you've answered these questions, you already have a clear roadmap that will save you time, money, and prevent costly mistakes.

The checklist isn't just theory – it's a practical tool that helps you walk into your meeting with a developer confidently, knowing exactly what you want.

At Grow-App, we believe that every great idea deserves a chance to become reality.

That's why we're here to help you transform your idea into a functional and successful app – from the first consultation to the launch and long-term care that keeps it thriving.

Ready to turn your idea into reality? Get in touch together, we'll bring it all the way to market.

**[Book a meeting](#)**



**Grow-App**  
**where ideas become**  
**reality**