

DEVELOPMENT PROPOSAL

Your skin-analysis app, powered by Artificial Intelligence

Professional colour and pigment suggestions, digital client records and photo history — for permanent-makeup artists all over the world. iOS and Android.



Every skin is unique. Your app will be too.

The essentials in 30 seconds

Radi, this is what's included, what it costs and when it's ready — no small print. Everything else in this document is simply the detail behind these four numbers.

TOTAL INVESTMENT

€36,740

+ VAT · fixed price, no surprises

DELIVERY TIME

± 5 months

20–23 weeks, from idea to the stores

PLATFORMS

iOS +
Android

App Store and Google Play, worldwide

WARRANTY

60 days

free fixes after launch

WHAT YOU GET

- ✓ **AI skin analysis** — photograph, analyse and get colour suggestions in seconds
- ✓ **Pigment suggestions by brand** — matched to the brands each artist works with
- ✓ **Digital client records** — history, before/after photos, allergies, consents
- ✓ **Subscriptions with free trial** — recurring revenue from day one
- ✓ **English + Portuguese** — ready for the global market
- ✓ **Data safe in Europe** — encryption and GDPR built in from the start
- ✓ **Published on both stores** — I handle the whole process for you
- ✓ **App logo** — designed and included at no cost · **FREE**

HOW YOU PAY

33% · €12,124.20

on approval — the project starts

33% · €12,124.20

with the beta app working on your phone

34% · €12,491.60

with the app published on both stores

You only pay the next part when **you've seen the previous one delivered**. It's the industry standard — and your protection.

REAL WORK

668 hours

from specification to the stores, all included

RATE APPLIED

€55/hour

PT market: €40–60 · agencies: €100–200

SURPRISES

Zero

fixed price; extras only with your approval

What it will look like, in practice

Three example screens to visualise the idea. They are illustrative concepts — in the first phase of the project we design every screen together, and nothing moves forward without your approval.

Skin analysis

Light · good

✓ face

UNDERTONE

Warm

FITZPATRICK

III

DENSITY

Medium

Analyse with AI

Capture tips

Analysis history

1 · Guided analysis

the app helps take the right photo

Suggestions · Brows

BEST MATCHES

Warm Honey

your brand · brows line

94%

Soft Cocoa

your brand · brows line

89%

Chestnut 04

alternative brand

82%

WHY

Warm undertone with medium density: golden-brown tones offset the grey cast as it heals...

Save to client record

2 · Colours with reasoning

by brand, with % compatibility

Client record

Maria S.

34 · client since 2025

Brows

Lips

Allergy: nickel

HISTORY

Touch-up · 02 Jun 2026

Warm Honey + Soft Cocoa (1:1)

First session · 20 Apr 2026

Warm Honey · 3RL needle

Reminder: touch-up in October

3 · A memory of your work

colours, brands and progress per client

Market reference: **PMU Smart** (Spain) charges **€79/month** for a management app **with no AI analysis at all**. Your app does what none of them do — colour analysis is the heart of the product, not an extra.

What's included

Eight blocks of work, all within the fixed price. If one day you want more than this, you get a quote first — there are never costs you didn't approve.

01 · AI

Skin analysis

Guided capture, automatic photo validation and analysis by state-of-the-art AI, with reasoned suggestions.

02 · CLIENTS

Records and history

Health notes, allergies, consents, before/after photos and colours used, session by session.

03 · PIGMENTS

Brand catalogue

Colour database by brand/line (up to 15 brands at launch) feeding the suggestion engine.

04 · REVENUE

Subscriptions

Monthly and annual plans, free trial period, paywall and per-plan analysis quotas.

05 · WORLD

English + Portuguese

Bilingual interface; the AI analysis responds in any language. Other languages: future phase.

06 · TRUST

Security and GDPR

Data in the European Union, full encryption, per-account isolation, daily backups, deletion and export.

07 · STORES

Full publication

Store listings, screenshots, submission and review follow-up with Apple/Google until it's live.

08 · BRAND

Logo — free

App logo design included **at no cost** (market value: €300–800).

SCALE

Ready to grow

Architecture to go from 100 to 1,000,000 users through infrastructure upgrades — without rewriting the app.

LEFT FOR A FUTURE PHASE

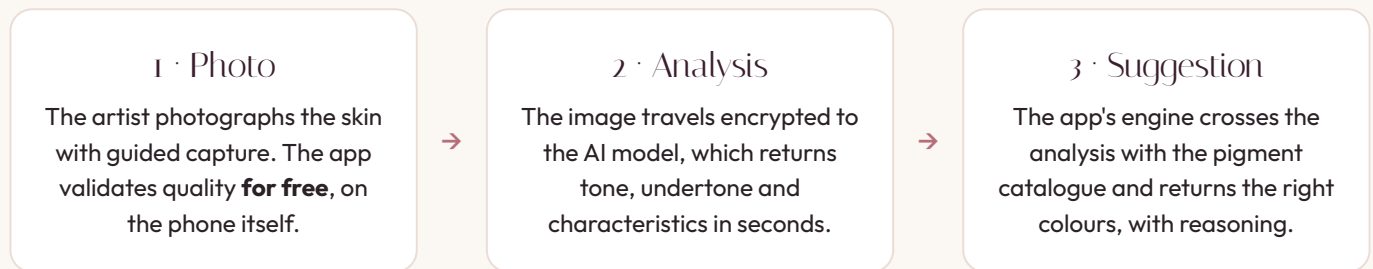
- Education module (courses, videos, certificates) — estimate: €8,250–15,400
- Marketing website — estimate: €1,500–3,000
- Additional languages — €400–800 per language

NOT INCLUDED

- × Marketing and social media management
- × Third-party running costs (page 9 — they're yours, transparent and low)
- × Legal services (reference values given on page 9)

How the AI works — and what it costs

The app doesn't "contain an AI": it connects, over the internet, to the world's best models (OpenAI, Google or Anthropic) and pays only for what it uses — like electricity. There's no need to build or train a model of our own.



REAL COST PER ANALYSIS

0.1 to 0.8 euro cents

official supplier prices, verified on 13-07-2026

An artist on the €14.99/month plan who runs 10 analyses costs **1 to 8 cents** of AI. Per-plan quotas put a hard ceiling on this cost — **AI never reaches 1% of revenue.**

WHAT THIS MEANS FOR YOU

- ✓ **Zero fixed AI cost** — with no users, AI costs €0
- ✓ **Grows behind revenue** — every cent of AI corresponds to subscription euros already received
- ✓ **Independence** — the app can switch AI supplier without being rewritten, if one raises prices

AI COST AT SCALE (10 ANALYSES/ARTIST/MONTH)

ACTIVE ARTISTS	AI COST / MONTH	% OF €14.99 / ARTIST
100	1–8 USD	< 0.5%
10,000	140–830 USD	< 0.5%
1,000,000	14,000–83,000 USD	< 0.5%

Prices in USD (suppliers bill in dollars). Conversions and usage are estimates — flagged whenever they are.

A detail that saves money: photo validation happens **on the phone, for free**, before any paid AI call — blurred or badly framed photos never cost a cent. And if an AI supplier raises prices, the app switches model **without being rewritten**.

Three phases, three concrete deliveries

No months in the dark: in every phase you receive something you can see, touch and approve. Development only starts after you approve the designed screens — that's what makes a fixed price possible.

Phase 0 · 3 weeks

Phase 1 · Development · 14–16 weeks

Phase 2 · 3–4 wks

Milestone: screens approved by you test builds on your phone every 2 weeks

Goal: app live on both stores

PHASE 0 · DESIGN

We see the app before building it

Together we define every screen and every function. You receive a **clickable prototype** (looks like the real app, on your phone) with two rounds of revisions included.

Delivery: prototype + approved specification

PHASE 1 · BUILD

The app comes to life, fortnight by fortnight

Secure backend in Europe, AI analysis, client records, subscriptions. From week 6 you install test versions and follow real progress.

Delivery: complete beta, iOS + Android

PHASE 2 · LAUNCH

Real testing and publication

Artists you invite test the beta; I fix whatever comes up; I submit to the stores and follow Apple's and Google's review until it's live.

Delivery: published app + 60-day warranty

I ONLY NEED YOU AT FOUR MOMENTS

Approve the screens

at the end of Phase 0 — this locks scope, price and deadline.

30 real cases

consented photos, to tune the AI on real skin.

Test the beta

yourself and with artists you invite.

Feedback within 5 working days

per milestone — keeps us on schedule.

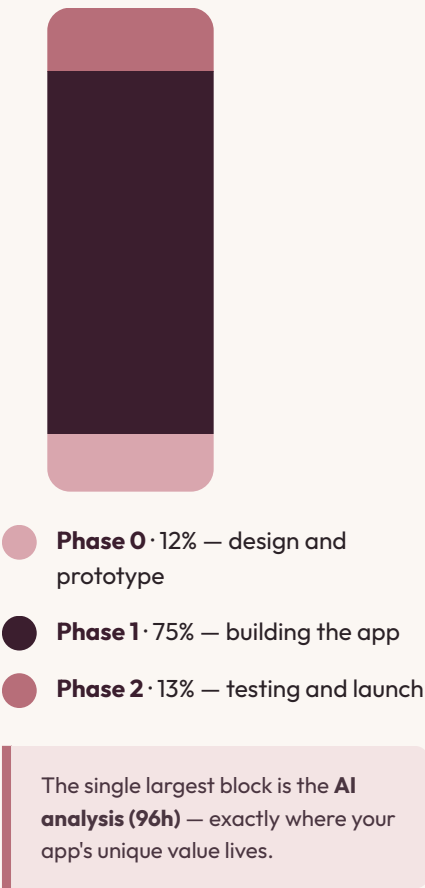
After launch, if you wish, I stay with you: **maintenance retainer €440/month** (8h included — iOS/Android updates, fixes, monitoring) or one-off work at €55/h. Your decision, no commitment now.

Where every euro goes

668 hours of specialised work at €55/hour — the market rate in Portugal for senior mobile + AI development (sources on the last page). Fixed price: overruns are my risk, not yours.

BLOCK OF WORK	HOURS	VALUE
Phase 0 — Specification and design	80	€4,400
Requirements, architecture and data model	32	€1,760
Clickable prototype of every screen (2 revisions)	48	€2,640
Phase 1 — Development	500	€27,500
AI analysis module and suggestion engine	96	€5,280
Secure EU backend + database	72	€3,960
Client records and photo history	72	€3,960
Testing on real devices + fixes	64	€3,520
Accounts, access and GDPR consents	44	€2,420
Subscriptions, paywall and free trial	40	€2,200
Settings, languages and notifications	32	€1,760
Hardened security (encryption, deletion, export)	32	€1,760
Brand and pigment catalogue	24	€1,320
Technical setup (environments, CI/CD, signing)	24	€1,320
Phase 2 — Beta and launch	88	€4,840
Store listings, screenshots and metadata	32	€1,760
Beta with real artists + fixes	40	€2,200
Submission, Apple/Google review and publication	16	€880
Total	668	€36,740 + VAT

DISTRIBUTION



App logo: **free** (€0) · Two revision rounds included in Phase 0 · Out-of-scope changes: always quoted first, at €55/h.

The same product, three very different prices

These days you hear that "with AI, an app can be built for €3,000". It's true — for a prototype. An app that stores clients' health data, charges subscriptions and passes Apple's review is a different product. The honest comparison:



WHAT YOU END UP WITH	PROTOTYPE €3-5K	THIS PROPOSAL	AGENCY €60-120K
Works in a demo	✓	✓	✓
Health data protected (GDPR, Europe, encryption)	✗	✓	✓
Passes Apple and Google review	rarely	✓	✓
Real subscriptions (revenue) on both stores	✗	✓	✓
Can grow to 1M users	✗	✓	✓
Your code, documented, with warranty	✗	✓ · 60 days	✓
Cost of rebuilding it all in 6 months	almost certain	—	—

How does PTH deliver at less than half the agency price? No agency overheads, cross-platform technology (one codebase for both stores), and AI productivity **already reflected in the price**. The AI discount is already yours.

The costs on your side

Full transparency: beyond development, a live app has running costs — all in accounts **in your name**, so you keep absolute control and ownership. They are low at the start and only grow when revenue grows.

ONE-OFF (SETUP)

ITEM	VALUE
Apple Developer account (yearly)	USD 99/year
Google Play account (one-off)	USD 25
Legal texts by a lawyer (recommended)	€1,000–2,500
GDPR impact assessment (DPIA) (recommended)	€1,500–3,000
Domain + professional email	≈ €12/year + €6.90/month
Total setup	≈ €2,650–5,650

The weight is in the legal items — and it's protection money well spent: the app stores health data (allergies, skin conditions), which demands doing things properly from day 1.

MONTHLY (GROWS WITH YOUR USERS)

ACTIVE ARTISTS	TOTAL COST/MONTH*	PER ARTIST
100	≈ 35–45 USD	≈ 0.40 USD
10,000	≈ 250–990 USD	≈ 0.03–0.10 USD
100,000	≈ 2,100–9,300 USD	≈ 0.02–0.09 USD
1,000,000	≈ 22,000–97,000 USD	≈ 0.02–0.10 USD

*EU infrastructure + AI + monitoring (+1% of revenue for subscription management above USD 2,500/month). Estimates based on official prices as of 13-07-2026; real usage varies.

At 1 million users, ≈ USD 97,000/month sounds scary? Put it next to revenue: 1M × €14.99 ≈ **€15 million/month**. Running costs stay **below 1%**.

THE STORES KEEP A SHARE — PLAN YOUR PRICES WITH THIS IN MIND

15%

Apple App Store — with the Small Business Program (revenue < USD 1M/year; I handle enrolment). Standard: 30%.

15%

Google Play — 2026 model for subscriptions (10% service + 5% billing).

€12.74

Example: €14.99 subscription → net amount you receive, before taxes and running costs.

Simple terms, in plain language

- 1

Fixed price. €36,740 + VAT for everything on page 4. If it takes me more hours, that's my problem.
- 2

Payment by deliveries: 33% on approval, 33% with the beta on your phone, 34% with the app on the stores.
- 3

60-day warranty after publication: defects fixed at no cost.
- 4

The code is yours upon final payment — delivered, documented, in a repository in your name. All accounts (Apple, Google, servers, AI) are yours from day one.
- 5

Changes and new ideas: always welcome, always quoted in writing first (€55/h) — there are never surprise invoices.
- 6

Timeline: 20–23 weeks, counted from screen approval. Your feedback within 5 working days per milestone keeps us on schedule.
- 7

AI suggestions support the artist's professional judgement — they don't replace it. The app will say this clearly (protection for you and the artists).
- 8

Full confidentiality about your idea and your data. NDA available.
- 9

Validity: 30 days (until 12 August 2026). VAT at the legal rate; treatment confirmed according to your country of billing.
- 10

Third-party prices (stores, AI, servers) verified on 13-07-2026 on official pages — suppliers may change them.

NEXT STEP

Approve by email or signature — and in 3 weeks Radi sees her app designed, screen by screen.

PTH · Ricardo Barbosa

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portalturismoportugal.com

The Client — Radi · date ____/____/____

PTH — Ricardo Barbosa · date ____/____/____

Sources for the values quoted (consulted on 13-07-2026): developer.apple.com · support.google.com/googleplay · supabase.com/pricing · revenuecat.com/pricing · sentry.io/pricing · official OpenAI/Google/Anthropic pricing pages · lemon.io · malt.uk · businessofapps.com · cleveroad.com · gdpr-info.eu · cnpd.pt · pmusmart.com. Usage estimates flagged as such; USD→EUR conversions approximate.