Software Project Cost & Scope Guide 2026

Indicative price bands for web, mobile, ecommerce and AI builds — and the scope factors that move them up or down.

Every AnyPlace engagement is quoted the same way: a short paid discovery produces a written scope with milestones and a fixed price before any build work begins. The discovery fee is credited toward the build if you proceed. No retainers, no surprise invoices. The ranges below are indicative starting bands, not final quotes — the final figure is fixed in writing after discovery.

Price bands by engagement type (USD, international)

Engagement	Indicative price	Typical duration	What it delivers
Discovery (all engagements, credited to build)	$1,200 – $2,800 (fixed)	1–3 weeks	Written scope, milestones, fixed price
Starter web presence	from $1,200	1–2 weeks	Landing page or 5–7 page site, CMS editing, forms, SEO basics
Business website	$2,500 – $6,000	2–4 weeks	10+ pages, CMS, on-page SEO, analytics, integrations
Web app / MVP	from $5,000	3–6 weeks	3–5 core workflows, authentication, database, weekly demos
Web platform / SaaS	$7,500 – $18,000	6–12 weeks	User roles, billing/subscriptions, integrations, admin reporting
Internal CRM / ERP tool	$8,500 – $18,000	6–12 weeks	Custom operations system replacing spreadsheets (jobs, inventory, billing)
Mobile app (iOS & Android)	$9,000 – $20,000	8–14 weeks	Flutter or native app tied to your backend, store submission
Ecommerce build	$7,000 – $15,000	4–10 weeks	Headless storefront, checkout, inventory sync, performance pass
AI pilot	$5,000 – $12,000	2–4 weeks	One task on your sample data; accuracy and cost-per-use measured; written go/no-go
Dedicated developer	$5,000 – $9,000 / developer / month	Monthly rolling	Embedded developer, code reviews, weekly demos, docs
Reviews & roadmaps	from $1,500	1–2 weeks	Risk-ranked findings + prioritised fix list (code, cloud cost, AI feasibility)
Care plan (post-handover)	$300 – $1,200 / month	Ongoing	Fixes, small improvements, monitoring, backups, access transfer

India (INR) quick reference

Engagement	Indicative price (INR)
Starter web presence	₹5,000
Business website	₹15,000 – ₹45,000
Web app / MVP	₹75,000 – ₹2,50,000
AI pilot	₹60,000 – ₹1,80,000
SEO / AI-search (AEO)	₹8,000 – ₹25,000 / month
Social media marketing	₹5,000 / month
Dedicated developer	₹80,000 – ₹1,50,000 / developer / month
Care plan (post-handover)	₹3,000 – ₹10,000 / month

Full India details: www.anyplacehub.com/pricing-in.md · International details: www.anyplacehub.com/pricing.md

What moves a quote up or down

Pushes price up

- Multiple user roles and permission models
- Third-party integrations (payments, ERP, CRM, shipping, accounting)
- Data migration — the messier the source data, the more it costs
- Custom design systems vs template-based UI
- Compliance requirements (HIPAA, GDPR, PCI)
- Real-time features, offline support, native device capabilities
- Compressed timelines that require parallel tracks

Keeps price down

- Bounded scope: one workflow done well beats five half-done
- Standard, proven components (auth, billing, CMS) instead of novel builds
- Clean, structured source data for migrations
- Template-based UI with light branding
- Phased delivery: launch the core, add modules after
- Decisions made quickly during discovery

> **What is excluded from every range:** third-party costs — cloud hosting, payment processing fees, domains, ad spend, software licences. These are billed directly to you at cost, so nothing is marked up invisibly.

How to compare fixed-scope quotes fairly

Ask for this	Red flag if missing
A written scope with named milestones and acceptance criteria	"We'll figure it out as we go" scope descriptions
One fixed price per milestone	Hourly estimates without a cap on a "fixed" project
Weekly working demos in your repository	Progress reports as slides instead of running software
A capped change-order process	Open-ended "additional work" billing after kickoff
Code + documentation + access handover at the end	Hostage code, invented "platform fees" to leave

Ask for this	Red flag if missing
IP assignment in the contract	Vague answers about who owns the code

What AnyPlace commits to

- **Fixed scope, fixed price** — agreed in writing before work starts, quoted per milestone.
- **Weekly demos in your repo** — you watch working software, not slide decks. Every commit is in an account you own.
- **Handover with docs** — code, documentation and access lists are assigned to you under a signed agreement.
- **NDA available on request** — before any sample data or code is shared.

Estimate before you talk to anyone

Run your own numbers first with the free **Software Cost & Scope Estimator** — model milestone budgets, sprint roadmaps and agency retainer comparisons in your browser, no signup:

www.anyplacehub.com/tools/software-cost-estimator/

Then, if you want a fixed quote: **www.anyplacehub.com/contact/** or **contact@anyplacehub.com** — replies within about 12 hours.