

Streaming Platform MVP

Comparable to: Netflix

A consumer streaming service offering a rights-cleared, primarily video catalog curated and published by an internal team. English-only native mobile MVP with online playback and discovery.

Estimated MVP cost

\$22,550

Estimated effort

398 hours

To get your own customised cost for an app like this, visit www.chatstack.app and start a ChatStack interview describing how you want it customised.

Key Features

- Browse and search a video catalog.
- Stream video online.
- Create accounts and manage basic profiles.
- Subscribe through one monthly paid plan.
- Internal content upload and publishing workflow.

Out of Scope for This MVP

- Content rights must be secured before launch.
- US hosting, payments, privacy, and app-store compliance.
- No offline downloads in the MVP.
- None.

Full Cost Breakdown

Item	Hours	Cost
The system shall allow a visitor to create an English-language consumer account using the minimum information required for account access and service operation.	6	\$330
The system shall allow registered users to sign in and sign out securely from supported mobile applications.	7	\$390
The system shall allow authenticated users to view and update essential account details and profile preferences.	5	\$280
The system shall display a catalog of published, rights-cleared videos to authenticated users.	7	\$390
The system shall allow authenticated users to search published catalog content using English-language metadata.	5	\$280
The system shall display video details including title, description, artwork, duration, and other rights-cleared metadata.	4	\$220
The system shall allow authenticated users to stream available videos online on supported mobile devices.	15	\$830
The system shall enforce entitlement and content-rights rules before allowing a user to stream subscription content.	11	\$610
The system shall allow authenticated users to purchase one monthly paid subscription plan using the applicable Apple and Google in-app purchase systems.	18	\$990
The system shall validate subscription purchase status and grant or revoke access to subscription content accordingly.	15	\$830
The system shall provide subscribed users with subscription status, plan, billing, renewal, and cancellation information.	7	\$390
The system shall allow authenticated users to initiate account deletion within the app and through a functional web pathway.	14	\$770
The system shall provide access to the privacy policy within the app and on relevant application store listings.	3	\$170
The system shall allow authorized internal Content Operations Users to upload video		

content for preparation and publication.

The system shall support verification that video content, metadata, artwork, and promotional assets are rights-cleared before publication.	10	\$550
The system shall allow authorized internal Content Operations Users to publish and unpublish catalog content.	9	\$500
The system shall send relevant account, subscription, and essential service notifications to authenticated users.	10	\$550
The system shall allow users to manage applicable notification preferences.	5	\$280
The system shall restrict Content Operations capabilities to authorized internal staff accounts.	6	\$330
Planning	43	\$2,370
Project Management	35	\$1,930
Testing	21	\$1,160
DevOps	17	\$940
Design & Frontend Build	52	\$2,860
AI Tokens	0	\$570
Security	21	\$1,160
Risk (10% Contingency)	37	\$2,040
Total	398	\$22,550

Estimate Assumptions

- Estimates cover base feature development across Flutter mobile, managed backend APIs, and the Next.js admin or web surfaces where specified.
- Revenue Cat, Apple, Google, OneSignal, Firebase, Supabase, and the video provider expose standard SDKs or APIs and are configured

by the project team.

- Video encoding, DRM, CDN provisioning, legal policy drafting, store submission, and operational content entry are excluded from these requirements hours.
- Account deletion retention rules, notification channels, exact profile fields, and content rights review states will remain limited to MVP scope.
- Testing, release engineering, NFR implementation, project management, design, and QA overhead are excluded and estimated separately.

Risks

That Could Change This

- Video provider selection, DRM requirements, encoding workflows, and protected playback behavior may materially increase playback effort.
- Apple and Google billing review or platform-specific purchase edge cases may extend subscription implementation.
- Account deletion across related records and third-party services may require additional retention and compliance handling.
- Rights validation workflow details are u

nderspecifie
d and could
expand
admin
screens,
approvals,
or audit req
uirements.
• Cross-
device
entitlement
consistency
depends
on timely
and reliable
store and R
evenueCat
synchroniza
tion.

User Stories

US-1 - Visitor

As a
Visitor, I
want to
create an
account so
that I can
access the
streaming
service.

US-2 - Registered User

As a
Registered
User, I
want to
sign in and
sign out so
that I can
securely
access my
account.

US-3 - Logged In App User

As a
Logged In
App User, I
want to

manage my
basic
profile so
that my
account
information
remains
current.

**US-4 -
Logged In
App User**

As a
Logged In
App User, I
want to
browse the
video
catalog so
that I can
discover
available
content.

**US-5 -
Logged In
App User**

As a
Logged In
App User, I
want to
search the
video
catalog so
that I can
find
specific
content
efficiently.

**US-6 -
Logged In
App User**

As a
Logged In
App User, I
want to
view video
details so
that I can
decide
whether to
watch the
content.

US-7 - Logged In App User

As a Logged In App User, I want to stream available videos online so that I can watch content on demand.

US-8 - Logged In App User

As a Logged In App User, I want to subscribe to one monthly paid plan so that I can access subscription content.

US-9 - Subscribed User

As a Subscribed User, I want to manage my subscription so that I can understand and control my recurring plan.

US-10 - Logged In App User

As a Logged In App User, I want to delete my account so that I can control my personal data.

US-11 - Logged In App User

As a Logged In App User, I want to review the privacy policy so that I understand how my data is collected and used.

US-12 - Content Operations User

As a Content Operations User, I want to upload video content so that approved content can be prepared for publication.

US-13 - Content Operations User

As a Content Operations User, I want to publish and unpublish catalog content so that the available library remains current and rights-compliant.

US-14 - Logged In App User

As a Logged In App User, I want to receive relevant service notifications so that I remain informed about my account and subscription.

Requirements

FR-1 - Account Registration

The system shall allow a visitor to create an English-language consumer account using the minimum information required for account access and service operation.

FR-2 - Authentication

The system shall allow registered users to sign in and sign out securely from supported mobile applications.

FR-3 - Profile Management

The system shall allow authenticated users to view and update essential account details and profile preferences.

FR-4 - Catalog Browsing

The system shall display a catalog of published, rights-cleared videos to authenticated users.

FR-5 - Catalog Search

The system shall allow authenticated users to search published catalog content using English-language metadata.

FR-6 - Video Details

The system shall display video details including title, description, artwork, duration, and other rights-cleared metadata.

FR-7 - Video Playback

The system shall allow authenticated users to stream available videos online on supported mobile devices.

FR-8 - Content Access Control

The system shall enforce entitlement and content-rights rules before allowing a user to stream subscription content.

FR-9 - Subscription Purchase

The system shall allow authenticated users to purchase one monthly paid subscription plan using the applicable Apple and Google in-app purchase systems.

FR-10 - Subscription Entitlements

The system shall validate subscription purchase status and grant or revoke access to subscription content accordingly.

FR-11 - Subscription Management

The system shall provide subscribed users with subscription status, plan, billing, renewal, and cancellation information.

FR-12 - Account Deletion

The system shall allow authenticated users to initiate account deletion within the app and through a functional web pathway.

FR-13 - Privacy Information

The system shall provide access to the privacy policy within the app and on relevant application store listings.

FR-14 - Content Upload

The system shall allow authorized internal Content Operations Users to upload video content for preparation and publication.

FR-15 - Content Rights Validation

The system shall support verification that video content, metadata, artwork, and promotional assets are rights-cleared before publication.

FR-16 - Content Publishing

The system shall allow authorized internal Content Operations Users to publish and unpublish catalog content.

FR-17 - Service Notifications

The system shall send relevant account, subscription, and essential service notifications to authenticated users.

FR-18 - Notification Preferences

The system shall allow users to manage applicable notification preferences.

FR-19 - Authorization

The system shall restrict Content Operations capabilities to authorized internal staff accounts.

NFR-1 - Performance

The system shall target API response times below 200 milliseconds for standard requests under expected MVP operating load.

NFR-2 - Scalability

The backend shall use a managed database service capable of scaling with the catalog, user, entitlement, and operational data volumes.

NFR-3 - Observability

The system shall provide application performance monitoring and diagnostic telemetry for supported mobile clients and backend services.

NFR-4 - Security

The system shall protect authentication credentials, personal data, subscription information, content entitlements, and administrative functions against unauthorized access.

NFR-5 - Privacy and Data Governance

The system shall support disclosed data collection, account deletion, and retention handling consistent with the published privacy policy and applicable obligations.

NFR-6 - Reliability

The system shall preserve subscription entitlement integrity and prevent unauthorized content access during normal service and third-party payment interruptions.

NFR-7 - Platform Compliance

The mobile applications shall comply with applicable Apple App Store and Google Play requirements for digital subscriptions, privacy, account deletion, and content access.

NFR-8 - Compatibility

The system shall support the agreed current versions of iOS and Android mobile platforms and their standard notification and in-app purchase capabilities.

Requirements Assumptions

- The MVP targets English-speaking US consumers and supports iOS and Android mobile applications.
- Only one monthly paid subscription plan is required; tiers, coupons, family sharing, trials, and add-ons are excluded unless later approved.
- Apple and Google in-app purchase services are the payment integrations; no direct card processor is assumed for in-app digital subscription purchases.

- Video content is hosted and delivered through a secured streaming solution, but the specific provider and encoding architecture are not specified.
- Content is rights-cleared by internal staff before publication, and no public content submission workflow is required.
- Account deletion removes associated data except for legally or operationally required retention, which will be documented separately.
- A managed backend and database are required; Supabase is the baseline assumption from the requirements rules.
- Firebase Performance Monitoring is assumed for mobile observability; additional logging, alerting, and analytics requirements require confirmation during solution design.
- Standard email or platform authentication and notification services may be used; provider selection is not specified.
- Offline playback, casting, live streaming, recommendations, watch history, favorites, social features, and advanced analytics are outside the MVP scope.

Technical Specification

TS-1 - Mobile Application

Build iOS and Android applications with Flutter and Dart, using Riverpod for state management and Material Design 3 for the UI system.

TS-2 - Authentication

Use Supabase Auth with JWT-based sessions for account registration, sign-in, sign-out, password recovery, and authenticated mobile access.

TS-3 - Authorization and RBAC

Implement role-based authorization for app users, subscribed users, and authorized internal Content Operations Users.

TS-4 - Backend and APIs

Provide a managed backend using REST APIs with optional edge functions for business workflows, entitlement checks, content operations, and notifications.

TS-5 - Data Storage

Use Supabase-managed PostgreSQL for users, profiles, catalog metadata, content rights, subscriptions, entitlements, notification preferences, and operational records.

TS-6 - Content Management

Provide a Next.js, React, and TypeScript web admin panel for authorized staff to upload, review, rights-validate, publish, and unpublish content.

TS-7 - Video Streaming and Access

Integrate a secured video hosting and delivery solution supporting online mobile playback, protected content access, and entitlement-aware playback authorization.

TS-8 - Subscriptions and Entitlements

Integrate RevenueCat with Apple App Store and Google Play billing for one monthly subscription plan, including purchase validation and cross-device entitlement synchronization.

TS-9 - Notifications

Use OneSignal and Firebase Cloud Messaging for essential account, subscription, and service notifications, with user-configurable preferences.

TS-10 - Hosting and Environments

Host web applications and admin panels on Vercel, use Supabase for managed backend services, and define separate development, staging, and production environments.

TS-11 - CI/CD and Testing

Use GitHub Actions for backend and web deployment pipelines and CodeMagic for mobile build and store-release workflows.

TS-12 - Security and Privacy

Protect credentials, personal data, subscription information, entitlements, and administrative functions using

encryption, secure sessions, HTTPS, tokenization where applicable, and least privilege.

TS-13 - Observability and Analytics

Implement Firebase Performance Monitoring and Crashlytics for mobile diagnostics, plus backend structured logging, error tracking, health checks, and operational alerts.

TS-14 - Compatibility and Reliability

Support agreed current iOS and Android versions, standard notification and in-app purchase capabilities, graceful payment-provider outages, and consistent entitlement state.

Technical Assumptions

- The MVP targets English-speaking US consumers on iOS and Android.
- Flutter/Dart, Riverpod, Next.js, React, TypeScript, Supabase, Vercel, GitHub Actions, and CodeMagic are the baseline technologies.
- Supabase Auth and managed PostgreSQL are the assumed authentication and database services.
- The MVP includes one monthly subscription plan using Apple and Google platform billing through RevenueCat.
- A secured third-party video streaming provider will be selected; offline playback, casting, and live streaming are excluded.
- Content Operations Users are internal staff, and all content, metadata, artwork, and promotional assets are rights-cleared before publication.
- Development, staging, and production environments will be isolated with separate secrets and service configurations.
- Data residency, backup retention, disaster recovery targets, and regional availability remain to be finalized.
- Firebase Performance Monitoring and Crashlytics are assumed for mobile observability; backend monitoring tooling remains an implementation choice.
- No direct card processor, external creator uploads, recommendations, watch history, favorites, social features, or advanced analytics are included in the MVP.

To get your own customised cost for an app like this, visit <https://www.chatstack.app> and start a ChatStack interview.

This is a starting estimate for a custom-built MVP, designed and built from scratch. You own all the code and IP with no platform lock-in. Netflix is a trademark of its owner; ChatStack / App Developer Studio is not affiliated with, endorsed by, or sponsored by Netflix. © 2026 ChatStack.

Created with ChatStack (www.chatstack.app)