

Take this into any developer conversation in Iraq. Define your scope, name the local integrations, and separate build from run cost before

1. Define the one core job

- In one sentence, what must the app do to be worth building?
- Which features serve that job, and which can wait for version two?
- Is this an MVP to prove demand, or a full platform?

2. Name the must-have integrations

- Payments: ZainCash, Qi Card, FastPay, AsiaHawala — which?
- Do you also need cash-on-delivery logic?
- Maps, SMS/WhatsApp, local couriers, or ERP?

3. Platform and languages

- Cross-platform (Flutter/React Native) or native — and why?
- Arabic with correct RTL — and Kurdish for the KRG market?
- Which cities/markets: Baghdad, Erbil, Basra?

4. Separate build cost from run cost

- Upfront build: design, development, integrations, QA.
- Yearly run: maintenance (~15-20%), hosting, app-store fees, ASO.
- Did the quote itemise both, or hide the run cost?

5. Score the vendor on the 3S Framework

- Strategy: do they understand your core job and scope it honestly?
- Skill: can they show real Iraq/GCC work and handle local payments + Arabic?
- Support: is there a maintenance plan and a real person to call?