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MVP and no-code
Prices 2026 · inreallab

2.7 MVP in 2–8 weeks + no-code/low-code

FORMAT	TIMELINE	RUSSIAN MARKET	INREALLAB	UNIT
Express MVP (no-code/low-code)	2–4 weeks	$3,800 – $10,000	**from $3,500**	project
Classic MVP	6–8 weeks	$19,000 – $31,500	**from $15,000**	project
MVP with complex logic	8–16 weeks	$37,500 – $75,000	**from $35,000**	project
Product discovery as a standalone piece	1–2 weeks	$3,000 – $5,000	**from $2,500**	project
Internal tool/tracker (no-code)	tables, forms, roles, notifications	$1,000 – $3,800	**from $900**	project
Process automation (scenarios)	linking services, robots, triggers	$500 – $2,500	**from $500**	scenario
Scripted chatbot (Telegram/WhatsApp)	scenarios, requests, CRM integration	$750 – $3,200	**from $700**	project
Chatbot with integrations	CRM + 1C + payment + stock + delivery	$1,900 – $4,400	**from $1,800**	project

> **AI assistants and LLM-based bots (RAG), voice AI robots, AI agents on n8n/Make** — set out as a single ladder in section **8.5 "AI and automation"** (the studio-wide AI catalogue).

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
MVP on Bubble.io (web app, specific platform)	$3,800 – $19,000	**from $3,800**	project
Mobile MVP on FlutterFlow (iOS+Android no-code)	$5,000 – $19,000	**from $5,000**	project
App built from a spreadsheet (Glide / Softr)	$1,300 – $5,000	**from $1,200**	project
Database + interfaces on Airtable	$1,000 – $3,800	**from $900**	project
Internal portal on Retool (low-code)	$2,500 – $8,800	**from $2,300**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Interactive clickable prototype (Figma)	$750 – $2,500	**from $700**	project
CustDev research / in-depth interviews	$1,000 – $3,200	**from $900**	project
UI kit / design system for the MVP	$750 – $3,200	**from $700**	project
User account (no-code)	$1,000 – $3,800	**from $950**	module
Setup of a no-code admin panel	$650 – $2,500	**from $600**	module
Payment integration in a no-code MVP (YooKassa/SBP)	$250 – $1,300	**from $320**	each
Telegram Mini App (WebApp inside Telegram)	$1,900 – $7,500	**from $1,800**	project
Telegram shop bot (catalogue + cart + payment)	$750 – $3,800	**from $950**	project
Publishing a no-code app to the App Store / Google Play	$250 – $1,000	**from $250**	each
PWA wrapper for a web MVP	$380 – $1,500	**from $380**	project
MVP improvement sprint (post-launch iteration)	$1,300 – $3,800	**from $1,200**	sprint
Ongoing support of a no-code MVP (retainer)	$380 – $1,300	**from $380**	month
Technical audit of a no-code MVP / project	$380 – $1,500	**from $380**	project
Migration of an MVP from no-code to code (rebuild for load)	$10,000 – $37,500	**from $9,400**	project

2.3 Cloud platforms and subscription products

STAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
MVP of a cloud product	1 scenario, registration, plans	$19,000 – $37,500	**from $15,000**	project
Working platform	billing, roles, integrations, analytics	$37,500 – $100,000	**from $35,000**	project
Scalable platform	multi-tenant, load, partner API	from $100,000	**from $81,500**	project
Subscription billing (module)	plans, recurring payments, promo codes, invoices	$3,800 – $11,500	**from $3,500**	module

STAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Product development (product team)	dedicated team, sprints (specify the setup: mini-squad of 2 / full team of 3+)	$12,500 – $31,500/month	**mini-squad from $11,500/month; full team from $15,000/month**	month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Multi-tenant architecture design (tenant data isolation)	$6,300 – $19,000	**from $5,700**	project
Payment gateway integration with recurring billing (YooKassa / CloudPayments / T-Bank) — 1 provider	$1,000 – $5,000	**from $1,300**	integration
54-FZ (Russian fiscal receipts law) fiscalisation: online receipts, integration with an OFD fiscal data operator (ATOL Online / Modulkassa)	$1,000 – $3,200	**from $1,000**	project
Pricing plans + paywall / feature gating (feature flags by subscription)	$1,900 – $6,300	**from $1,800**	module
Trial / freemium logic + onboarding flow	$1,300 – $4,400	**from $1,200**	module
Self-service subscription management (upgrade / downgrade / pause / cancel / upsell)	$1,900 – $5,700	**from $1,800**	module
Usage-based billing: consumption pricing + metering	$3,800 – $11,500	**from $3,500**	module
Promo codes / coupons / discounts / referral programme	$1,000 – $3,800	**from $950**	module
SaaS metrics dashboard (MRR, churn, LTV, cohort analytics)	$1,900 – $6,300	**from $1,800**	module
Public partner API + documentation (OpenAPI / Swagger)	$2,500 – $8,800	**from $2,400**	project
Webhooks / integration platform (events to external systems)	$1,900 – $6,300	**from $1,800**	module
SSO / login via Gosuslugi, VK ID, Yandex ID, SAML/OAuth2	$750 – $5,000	**from $1,200**	integration
White-label / per-tenant branding (custom domain, theme, logo)	$3,200 – $11,500	**from $2,900**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SaaS-ification: moving an on-premise product to the cloud (multi-tenant, billing)	$12,500 – $50,000	**from $12,000**	project
Cloud infrastructure setup (Yandex Cloud / VK Cloud, IaC, CI/CD, staging)	$2,500 – $8,800	**from $2,400**	project
Load testing + optimisation for scale	$1,900 – $7,500	**from $1,800**	project
Monitoring and alerting (Grafana / Prometheus, uptime, log collection)	$1,300 – $5,000	**from $1,200**	project
152-FZ compliance: personal data, hosting in Russia, threat model, documentation	$1,300 – $5,000	**from $1,200**	project
Transactional notifications (email / SMS / push, mailing provider integration)	$1,000 – $3,200	**from $950**	module
SLA support for the cloud product (monitoring, updates, incidents)	$650 – $3,800/month	**from $600/month**	month

3.2 Backend

PACKAGE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
API Start	up to 15 endpoints, 1 database, authentication	$3,800 – $25,000	**from $7,500**	project
API Business	roles, payments, 3–5 integrations, admin panel	$10,000 – $31,500	**from $19,000**	project
API Pro	complex domain logic, queues, caching	$25,000 – $62,500	**from $37,500**	project
Microservice architecture	decomposition, gRPC/broker, gateway, observability	$37,500 – $100,000	**from $37,500**	project
Highload system	sharding, caching, brokers, fault tolerance	from $100,000	**from $75,000 (highload audit from $4,400)**	project
Integration layer	1C / CRM / payments / state systems / messengers	$950 – $19,000	**from $1,200 – $3,800**	per integration
Bots and automations	scenarios, CRM/payments integration, admin panel	$1,000 – $10,000	**from $1,200**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Simple Telegram bot (notifications / FAQ / enquiries, aiogram)	$380 – $1,900 (Russian studios/freelance 2025)	**from $1,200**	bot
Telegram bot with integrations (CRM + payments + database + admin panel)	$1,900 – $7,500	**from $2,300**	bot
Shop bot / e-com bot with payments and catalogue	$1,900 – $8,800	**from $3,200**	bot
AI bot on an LLM (YandexGPT/GigaChat/GPT) with a knowledge base (RAG)	$2,500 – $15,000	**from $3,800**	bot
WhatsApp Business API — connection + chatbot	connection $380 – $1,900 + retainer $65 – $380 / month	**from $750 + from $100 / month**	bot
Voice bot / IVR / robocall system	$1,900 – $10,000	**from $2,500**	project
Integration with amoCRM / Bitrix24 (implementation + funnel/API setup)	$650 – $6,300 (from a simple integration to complex automation)	**from $1,200**	integration
Payment gateway integration (YooKassa / T-Kassa / CloudPayments / SBP (instant payments))	$500 – $2,500	**from $900**	integration
Integration with 1C (data exchange / synchronisation of items, orders, stock)	$1,000 – $6,300	**from $1,500**	integration
Integration with marketplaces (Wildberries / Ozon / Yandex Market API)	$1,300 – $7,500	**from $1,900**	integration
Integration with state systems (Chestny ZNAK / EGAIS / SMEV / GIS ZhKH)	$1,900 – $19,000	**from $3,200**	integration
Authentication via Gosuslugi (ESIA, the Russian state services ID) / OAuth SSO / Keycloak	$1,000 – $6,300	**from $1,900**	project
GraphQL API (development or REST → GraphQL conversion)	$1,900 – $10,000	**from $3,200**	project
WebSocket / real-time layer (chats, live notifications, presence)	$1,300 – $7,500	**from $2,500**	project
Queues / message broker (RabbitMQ / Kafka — implementation)	$1,300 – $6,300	**from $1,900**	project
Redis caching + API response optimisation	$750 – $3,800	**from $1,200**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
API documentation (OpenAPI / Swagger, Postman collection)	$380 – $1,900	**from $750**	project
Backend audit / code review (security, architecture, technical debt)	$1,000 – $5,000	**from $1,500**	project
Legacy backend refactoring / splitting a monolith into services	$3,800 – $25,000+	**from $5,000**	project
Load testing (k6 / JMeter / Locust + report)	$1,000 – $5,000	**from $1,500**	project
Backend ongoing support on a monthly retainer (SLA)	$650 – $3,200 / month	**from $750 / month**	month
Backend development by the hour (staff augmentation, middle/senior)	$40 – $90 /hour	**from $45 /hour**	hour
Data parser / scraper (collection, normalisation, export)	$380 – $3,800	**from $750**	project

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи