**How it works**

1. **Share the App Dream**

If you have a dream app, first register yourself free on App Catalyser. Create your profile and submit your proposal on this site along with a detailed description of your dream app and how you plan to monetize it. You can also support its visualization with a few relevant pictures or alternatively, you can get a mock flow diagram of your dream app created by us.

1. **Sponsor the App Dream**

Once App Catalyser accepts your dream app submission, your crowd funding campaign gets launched on App Catalyser to raise funds to realise your dream app. These funds help you with the development, publishing and promotion of your dream app. The fund raising process gives an opportunity to the sponsors to make your dream app come true and earn a part of its profit. Every sponsor gets a part of every revenue the app will make on the app store and this part of the re venue depends on the amount of investment made by the sponsor. As the funding amount increases, the app’s budget also goes up.

1. **Develop the App**

Global Certified developers will review your App Dream and assess the idea to find if they would like to develop it and would constantly check back in to view the total amount funded so as to decide the development of the app against the funded amount. As soon as a developer selects to develop your app dream into a real app, he/she is handed over this project of development. In the event when no developer selects to build the app within the funding period, your funding campaign is not considered as successful. This means that you need to fine-tune your idea and try again.

1. **Publish the App**

Once a developer has accepted the offer to develop your app dream into a real app, you can work closely with them towards the culmination of your dream, which is finally ready to be published on the app store.

You will be in receipt of numerous releases of the app created, which you can test and improve. Once you have accepted the final release, App Catalyser will publish it on the app store. No need to even have a developer’s account and no need to even know how to manage your app on the app store! App Catalyser is here to assist you throughout your app publishing!

1. **Promote the App**

Now, your app is all set to sell on the app store! App catalyser will carry on to assist you with promoting your app and enhancing its sales. We take care of it all! Be it the App Store Optimization, getting reviews for your app, localization, cross-media promotions and lots more…

Also, the investors who have sponsored your app dream have a share in its revenue. So, they will assist you sell the app as well.

1. **Earn profits**

Once the app of your dreams starts bringing in the revenue, we distribute a fair share of the revenue to you and your sponsors in proportion of the amount invested by each. Everyone is concerned with the sales figures, which we assist you to maximize, throughout, combining our efforts along with yours.

Do you wish to upgrade your app with additional ideas and features?

It is very simple! Just post you’re an updated dream with all the new ideas and features for a new release. A funding campaign will be started afresh, which will serve to fund further development and promotional activities.