

RUNNING YOUR APP BUSINESS (LIKE A BOSS)

WHY WORK AFTER WORK?

- It will make you better
- Expand resume
- Wear all of the hats
- Gain experience in emerging technologies

MUST HAVES

- Idea(s)
- Ability to develop – Software & business
- A monetization strategy
- Users

ABOUT THOSE IDEAS

- Is this idea worth pursuing?
- Has it been done before?
- Can you catch up to and improve a current app? (Itsdagram, 6sec, Wikipedia)
- Is it so good you need a patent?

CONSIDER YOUR IDEA AS A PRODUCT

- Branding – Stand out by making a name
- Design – If you aren't an artist, hire one
- Functionality – Be useful
- Support – Maintain communication with users
- Maintenance – Work is never over
- Resources – [SBA SCORE](#)



GATHER MARKET DATA

- Look at what is popular in the marketplace - Distimo Leaderboards
- Don't forget foreign marketplaces
- Make a reconnaissance application – AppBuilder
- Emerging markets are always easier to break into.

Windows Phone Store, United States, Top Overall, Free, 2013-09-26

Rank	App
1	 Unit Converter Microsoft Corporation
2	 Facebook Microsoft Corporation
3	 YouTube Microsoft Corporation
4	 Kik Messenger Kik Interactive, Inc.
5	 Skype Microsoft Corporation

Windows Phone Store, Mexico, Top Overall, Free, 2013-09-26

Rank	App
1	 Facebook Microsoft Corporation
2	 WhatsApp WhatsApp Inc.
3	 Minions Snap Creativo
4	 Zombie Village SlickDroid
5	 YouTube Microsoft Corporation

MONETIZATION

- Ad Publisher – Adsense, MS Pubcenter, Ad Duplex or all with Ad Rotator
- Charge per download
- Hybrid – Trial / paid app
- Maximize Ad impressions with multiple publishers - [Example](#)

READY TO RELEASE?

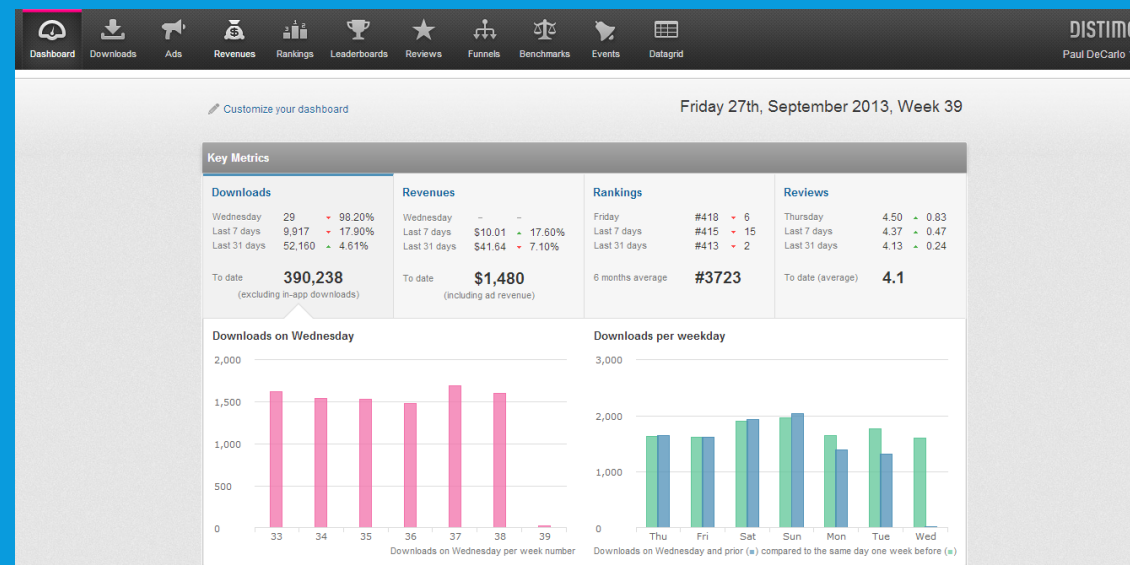
- Not so fast! First, test test test.
- Note verification, certification, and publication times.
- Marketplace Rules?

THINK AHEAD

- Updates? What if a user goes from 1.1 to 1.4?
- Implement analytics:
 - Google Analytics (using MSAF)
 - Flurry
 - Preemptive Runtime Intelligence
 - mTiks
- Design failsafes for breakages that can occur outside of your control with downloadable interpreted code
- Resources - Interpreting Javascript through WP7 browser control

ANALYZE YOUR BUSINESS

- Distimo offers free services for tracking your app downloads in all marketplaces.
 - Drill down by country, date, platform
 - View Revenues
 - Translated Reviews
 - Much, much, much more!



UH-OH, ITS GETTING USED, WHAT DO?

- Be ready to accept user feedback and suggestions
- Don't fret over not getting it right the first time, remember the hacker mantra:

“Hackers believe that something can always be better, and that nothing is ever complete.”
- Plan releases according to features, not according to time.

HOBBY INC.

- Get Incorporated – [LegalZoom](#)
- Set up bank accounts
- Get publisher accounts in company name
- Keep books