

# You've Shipped, Now What?

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# The Agenda

- ✦ Introduction
- ✦ Business Considerations
- ✦ Application Promotion
- ✦ Support & Maintenance



# Introduction - Agenda

- ✦ Point out key considerations often overlooked in a new market such as the iPhone SDK.
  - ✦ How should I structure this venture?
  - ✦ How can I promote my new application?
  - ✦ How do I turn feedback into a constructive tool for progress?



# Introduction - About Me

- ✦ Founder of iPhone Dev SDK, largest iPhone developer community online.
  - ✦ ~10,000 registered members.
  - ✦ ~100,000 uniques/month.
  - ✦ ~900,000 pageviews/month.
- ✦ Senior Technology Architect by day.
- ✦ iPhone SDK entrepreneur by night.



# Introduction - Disclaimer

- ✦ We're in a new and emerging market, everything is subject to change.
- ✦ We all have the opportunity to shape the direction of the community and marketplace.
- ✦ Your mileage will vary.



# Business Considerations

- ✦ Should I form a legal business entity, or act as an individual?
  - ✦ Tax implications, legal and protective implications.
- ✦ Perception is important.
  - ✦ Customers expect more from a business than they do from an individual.



# Application Promotion

- ✦ It's obvious, get featured by Apple.
- ✦ The end.



# Application Promotion

- ✦ Wouldn't that be nice?
- ✦ Promotion is critical to manageable and measurable success.
- ✦ It's important to find the best value for your dollar. Even the largest companies pinch every penny.
- ✦ Reviews in the App Store are not completely out of your control!
- ✦ Diversify your offerings in the App Store.



# Support & Maintenance

- ✦ So, I need to answer support emails?
- ✦ Providing a level of support can differentiate your application from the others.
- ✦ A professional approach to support will tell your customers, and potential customers, your mindset is that of a business - not just a hobbyist.



# Support & Maintenance

- ✦ Regular maintenance is a key factor in a successful application.
- ✦ Application downloads fall off over time - regular updates in the App Store keeps yours fresh.
- ✦ The perception of a consistently updated application is a positive one.



# Questions & Discussion

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