



App Trader

**Grumpy ConCATenate
presents**

For your consideration

SUMMER 2024 INVESTMENT RECOMMENDATIONS

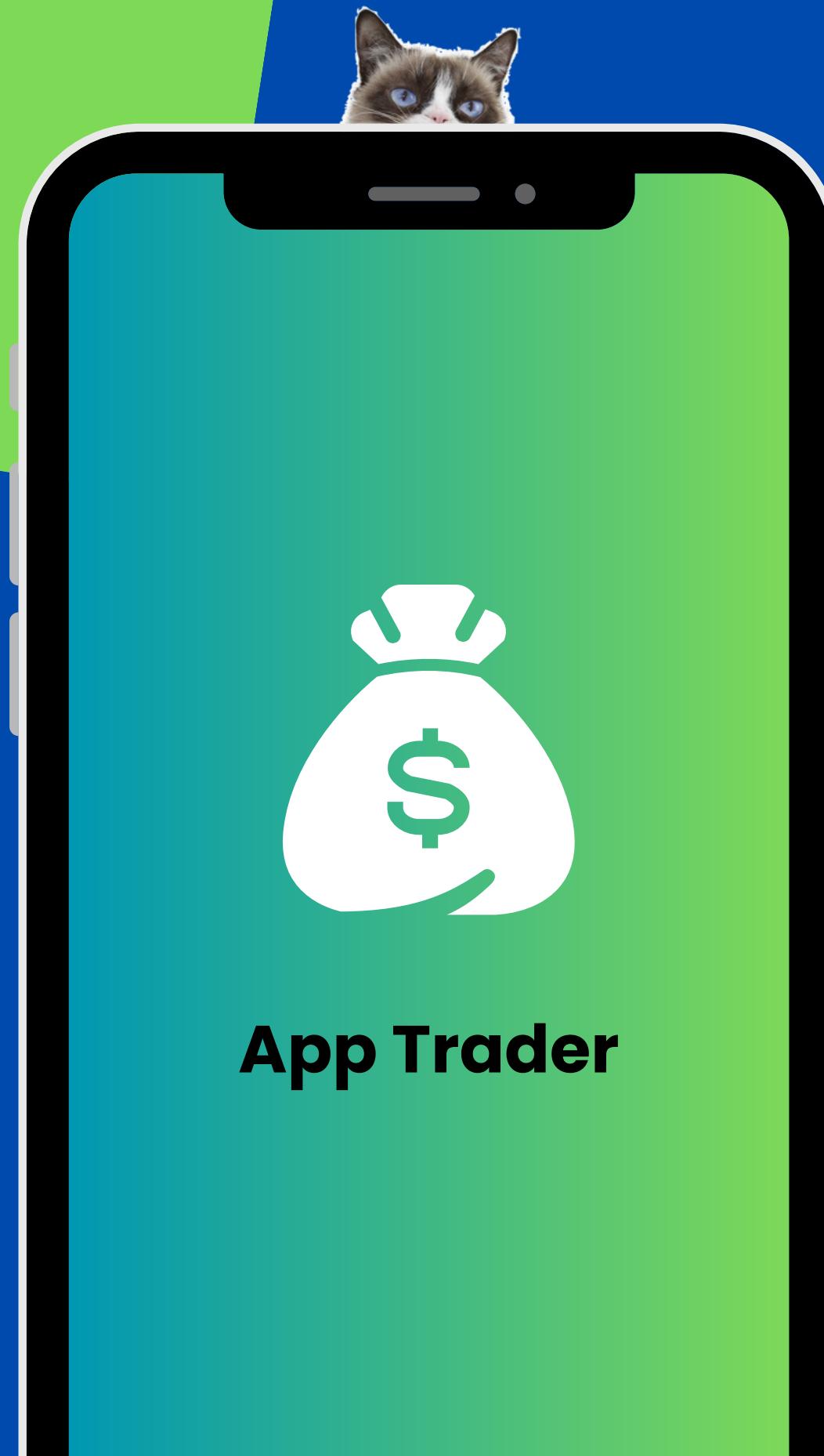
www.grumpyconCATenate.gov



Meet the Grumpy Cats



Introduction

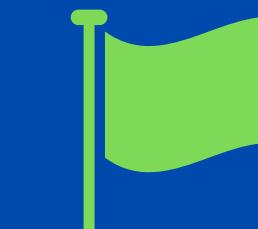
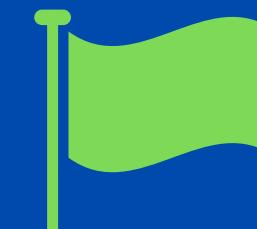


We recognize App Trader as a team of savvy traders looking for not only the biggest bang for your buck, but also returns that are relatively quick in coming. We, the Grumpy Cats, noted these key considerations in this business case:

- Apps in both the Google Play store and the Apple store
- Apps' calculated cost based upon an initial purchase price + an ongoing monthly price
- Apps' investment value based upon lifespan, total profit, contribution margin, and payback period



Approach + Analysis

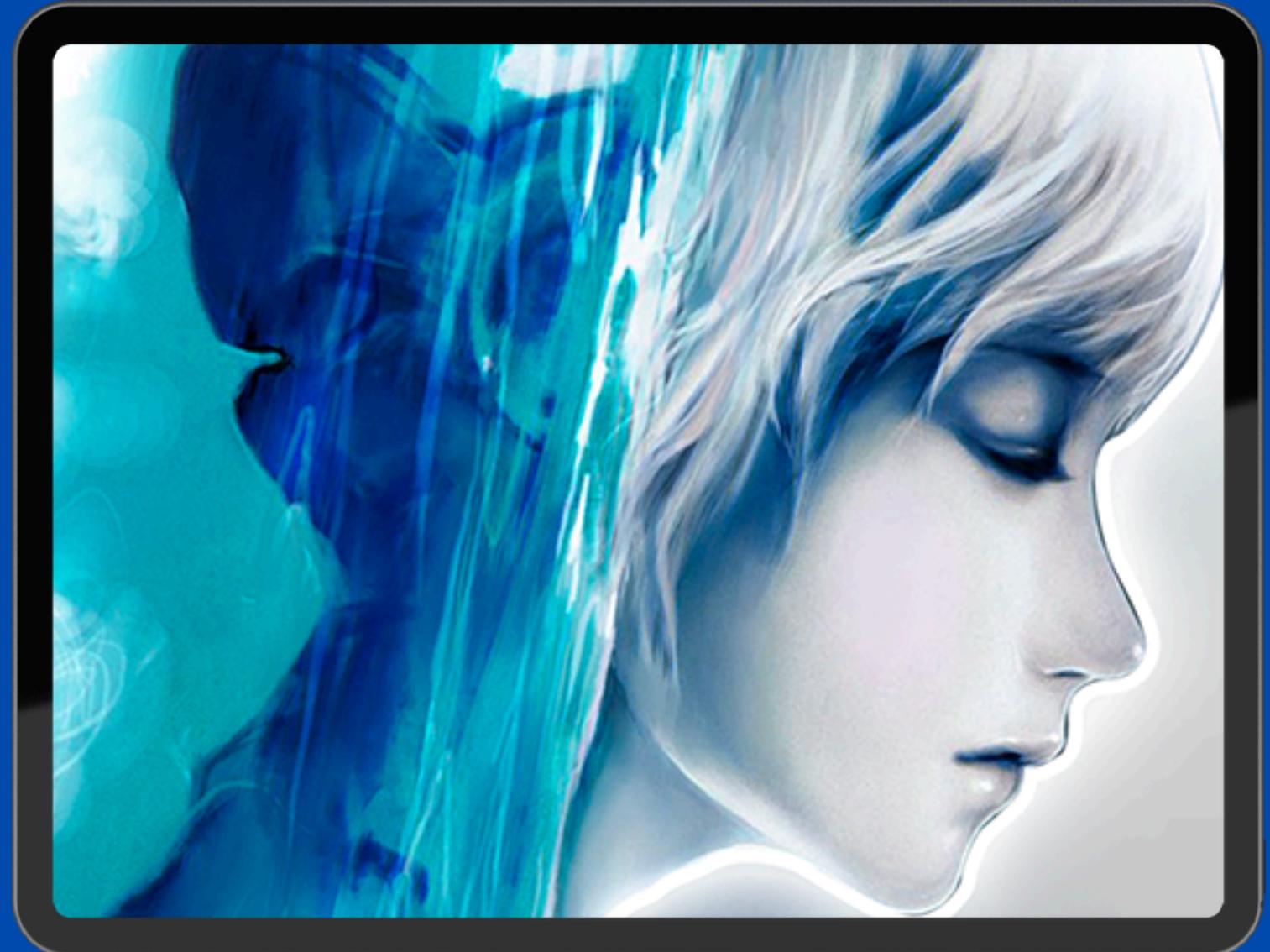
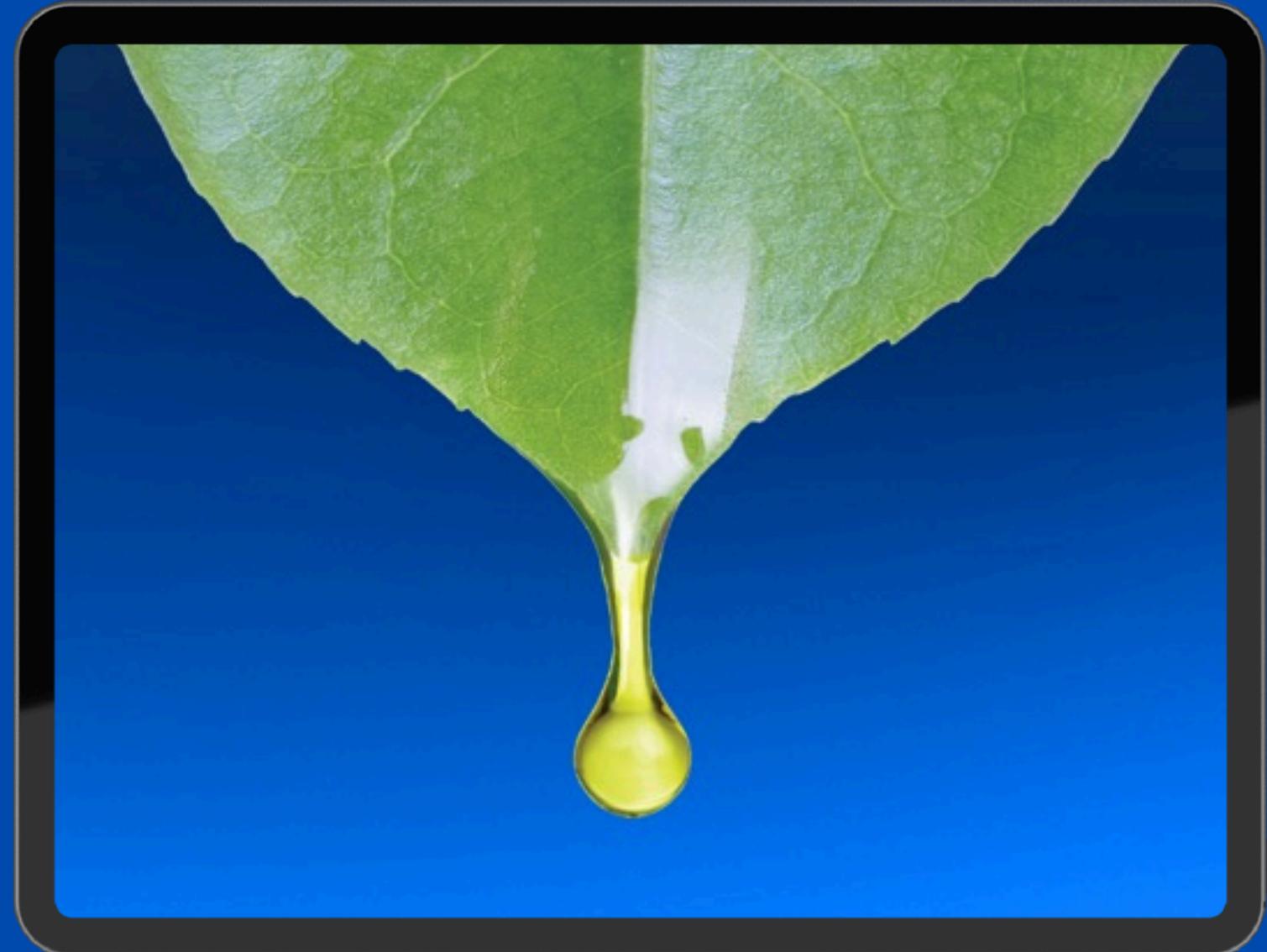


name text	primary_genre text	avg_rating numeric	app_price money	purchase_price money	monthly_cost money	lifespan_in_months integer	monthly_revenue money	contribution_margin money	total_revenue money	total_cost money	profit money	payback_in_months numeric
ASOS	Shopping	5.0	\$0.00	\$10,000.00	\$1,000.00	132	\$10,000.00	\$9,000.00	\$1,320,000.00	\$142,000.00	\$1,178,000.00	0.0
Domino's Pizza USA	Food & Drink	5.0	\$0.00	\$10,000.00	\$1,000.00	132	\$10,000.00	\$9,000.00	\$1,320,000.00	\$142,000.00	\$1,178,000.00	0.0
Egg, Inc.	Games	5.0	\$0.00	\$10,000.00	\$1,000.00	132	\$10,000.00	\$9,000.00	\$1,320,000.00	\$142,000.00	\$1,178,000.00	0.0
Geometry Dash Lite	Games	5.0	\$0.00	\$10,000.00	\$1,000.00	132	\$10,000.00	\$9,000.00	\$1,320,000.00	\$142,000.00	\$1,178,000.00	0.0
PewDiePie's Tuber Simulator	Games	5.0	\$0.00	\$10,000.00	\$1,000.00	132	\$10,000.00	\$9,000.00	\$1,320,000.00	\$142,000.00	\$1,178,000.00	0.0
The Guardian	News	5.0	\$0.00	\$10,000.00	\$1,000.00	132	\$10,000.00	\$9,000.00	\$1,320,000.00	\$142,000.00	\$1,178,000.00	0.0
Cytus	Games	5.0	\$1.99	\$19,900.00	\$1,000.00	132	\$10,000.00	\$9,000.00	\$1,320,000.00	\$151,900.00	\$1,168,100.00	2.2
The EO Bar	Health & Fit...	5.0	\$6.99	\$69,900.00	\$1,000.00	132	\$10,000.00	\$9,000.00	\$1,320,000.00	\$201,900.00	\$1,118,100.00	7.8
Nyan Cat: Lost In Space	Games	4.5	\$0.00	\$10,000.00	\$1,000.00	120	\$10,000.00	\$9,000.00	\$1,200,000.00	\$130,000.00	\$1,070,000.00	0.0
YouTube Kids	Entertainm...	4.5	\$0.00	\$10,000.00	\$1,000.00	120	\$10,000.00	\$9,000.00	\$1,200,000.00	\$130,000.00	\$1,070,000.00	0.0

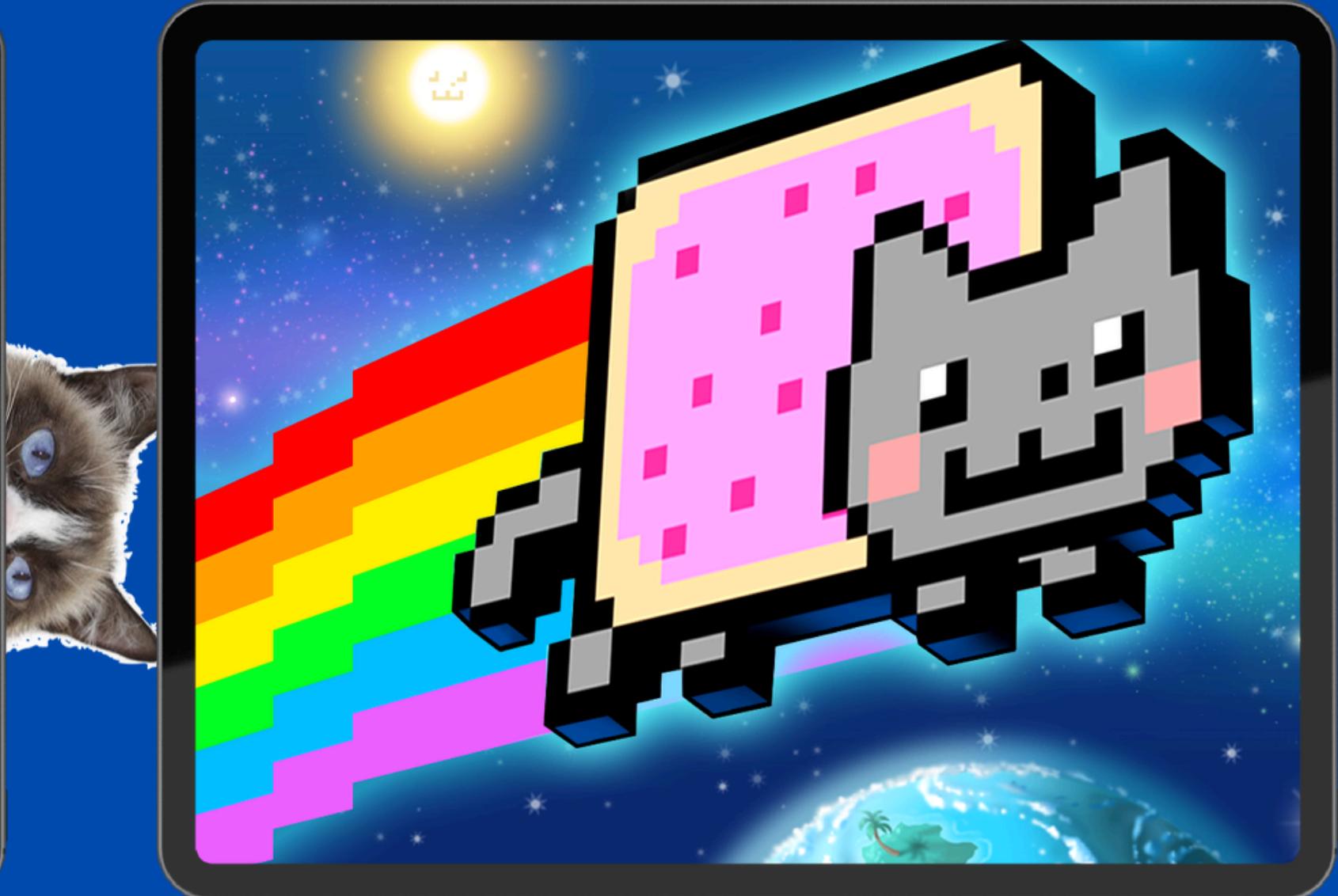
Our Recommendations: Tier 1



Our Recommendations: Tier 2



Our Recommendations: Tier 3





Final considerations & Round up



- **Games are a go**

Games and entertainment apps are the most profitable by far -- out of our 10 recommendations, 6 apps fall into this category.

- **Tiers for your fears**

Not sure about investing in all ten of these apps? Use the tier system we designed to guide your spending -- go for tier 1 if you're looking for a safe bet, or jump into tier 3 for high yield risk taking.

