

# Top 10 Investment Recommendations

## App Trader



## Business Model

App Trader partners with developers to market the apps to both the Apple App Store and the Android Play Store.

### Costs

For the rights to broker the app, App Trader pays the developer \$10,000 or 10,000 times the download price of the app, whichever is greater, for each store the app is listed.

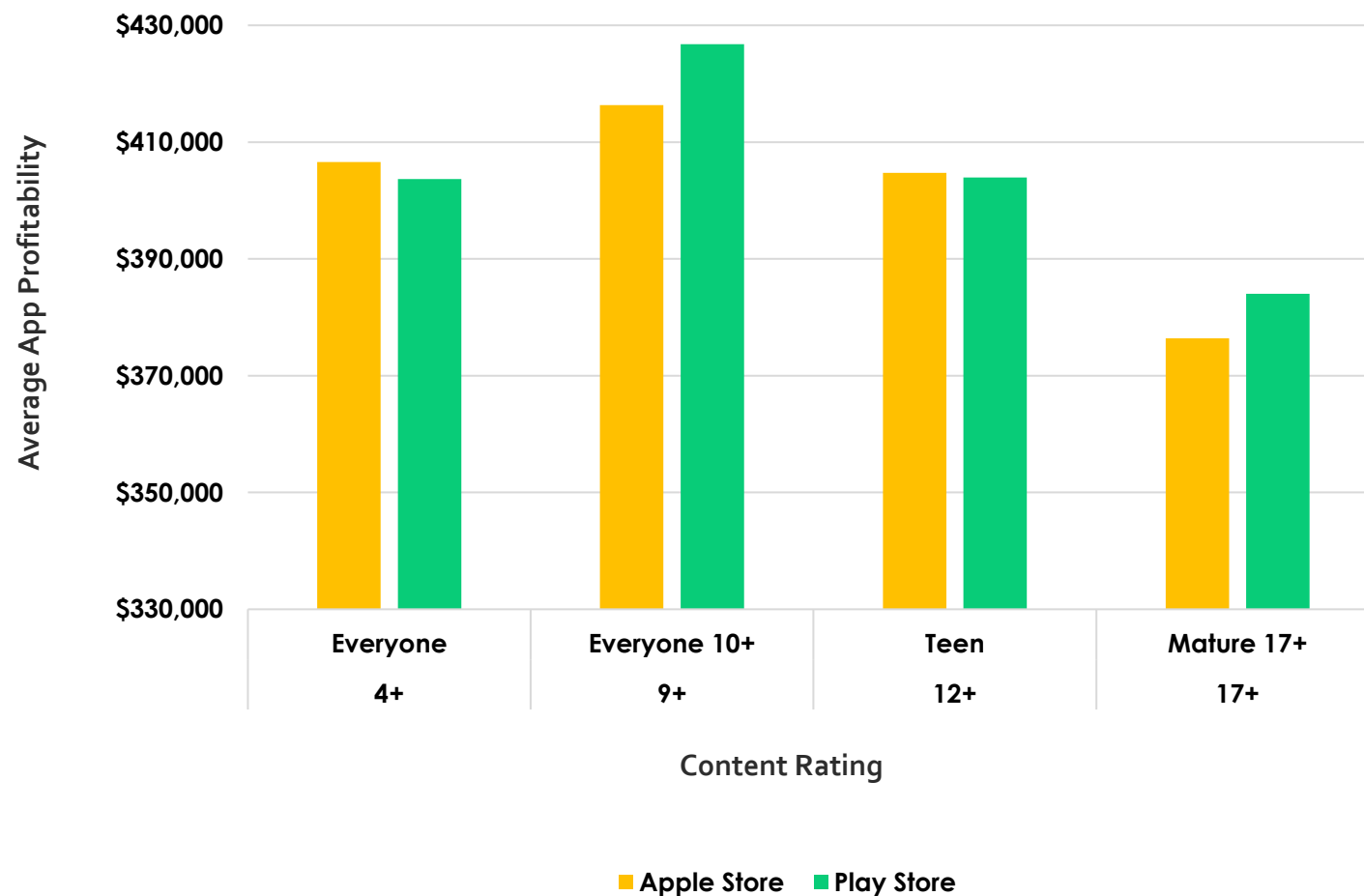
App Trader spends \$1,000 per month to market an app, regardless if the app is available in one store or both the Apple App Store and the Android Play Store.

The lifespan of the app is dependent on its star rating. Rating of 0 = lifespan of 1 year. Lifespan increases one year for every half point increase in rating.

### Revenues

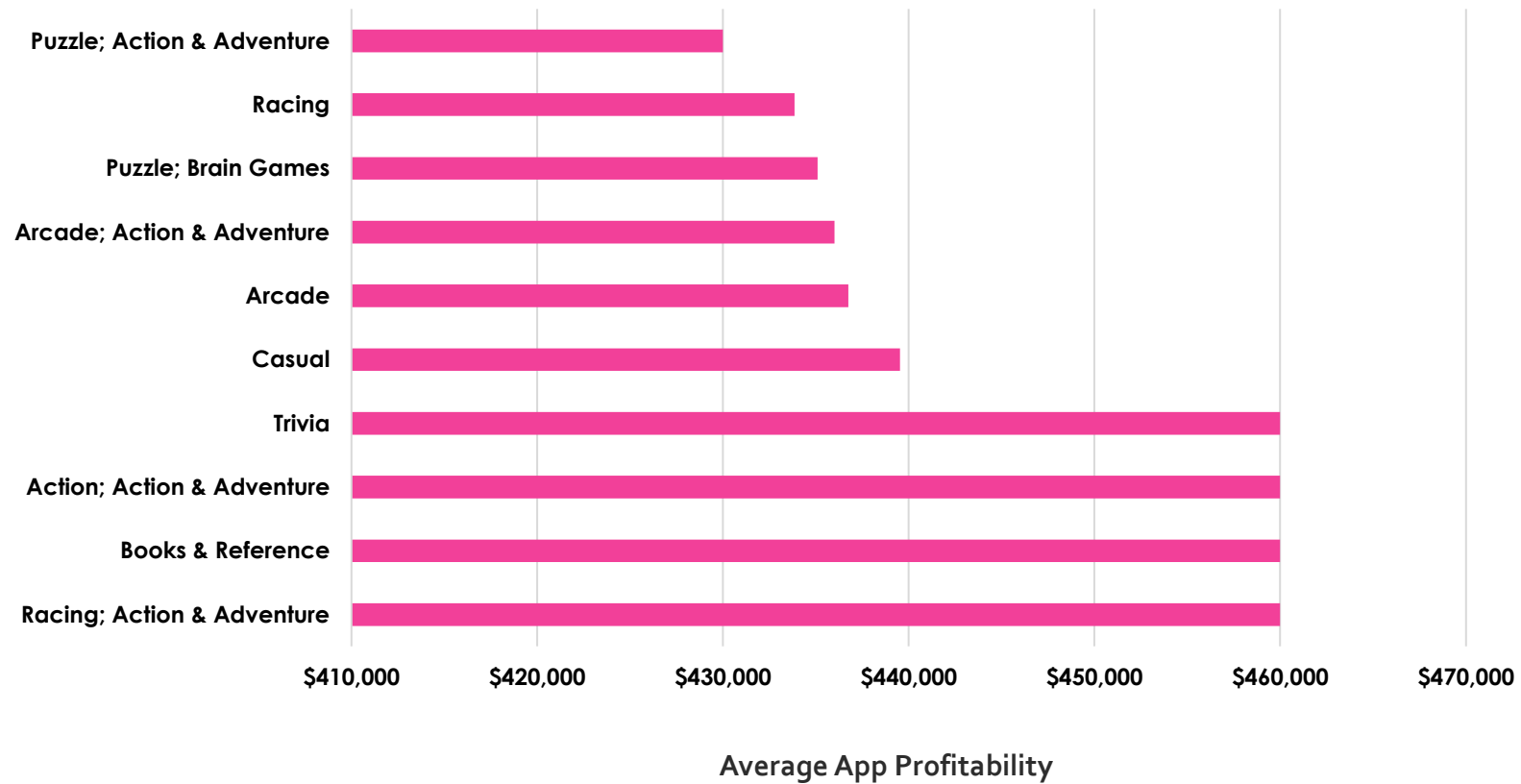
Apps earn on average of \$5,000 per month from in-app advertising and in-app purchases for each store the app is listed. App Trader received 50% of this income.

# AVG PROFITABILITY BY CONTENT RATING

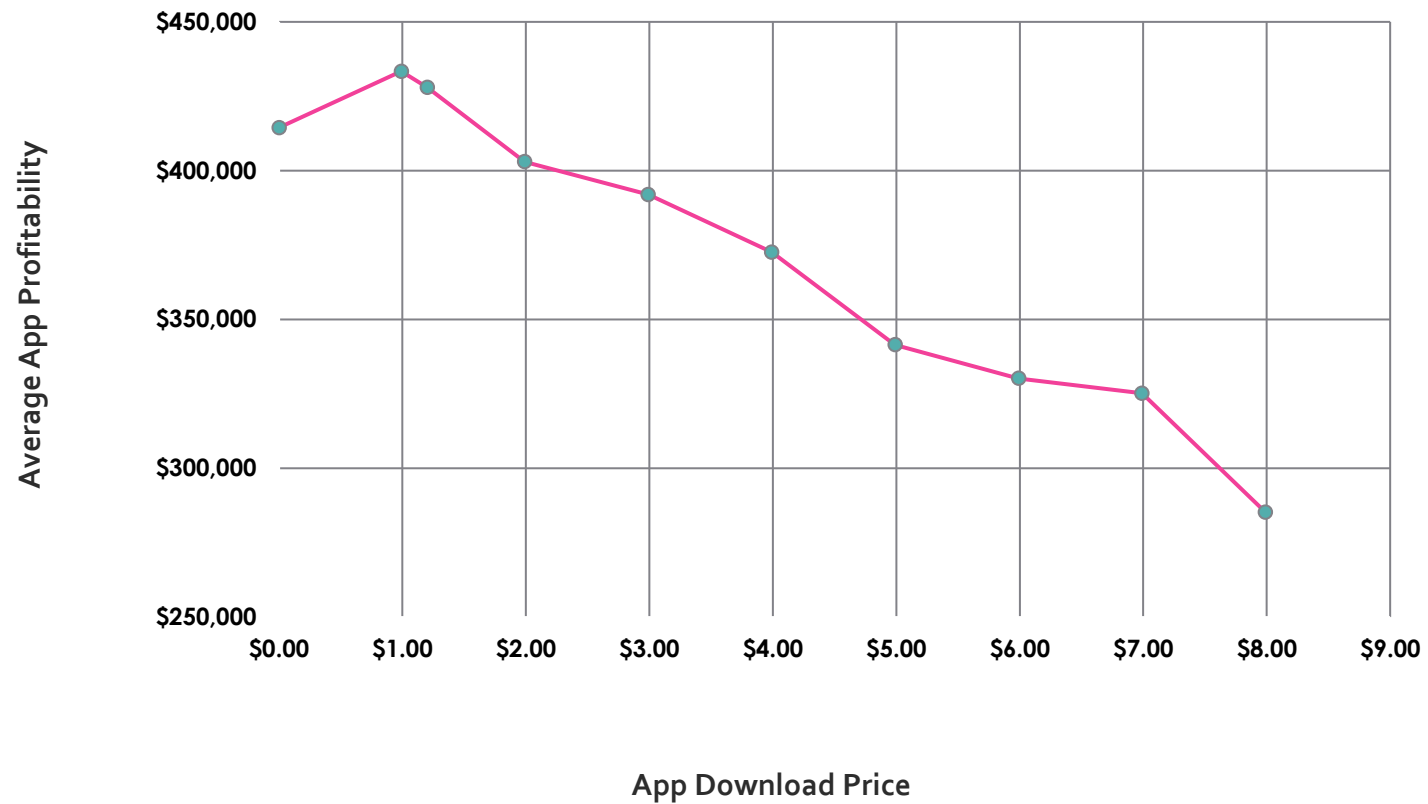


# AVG PROFITABILITY

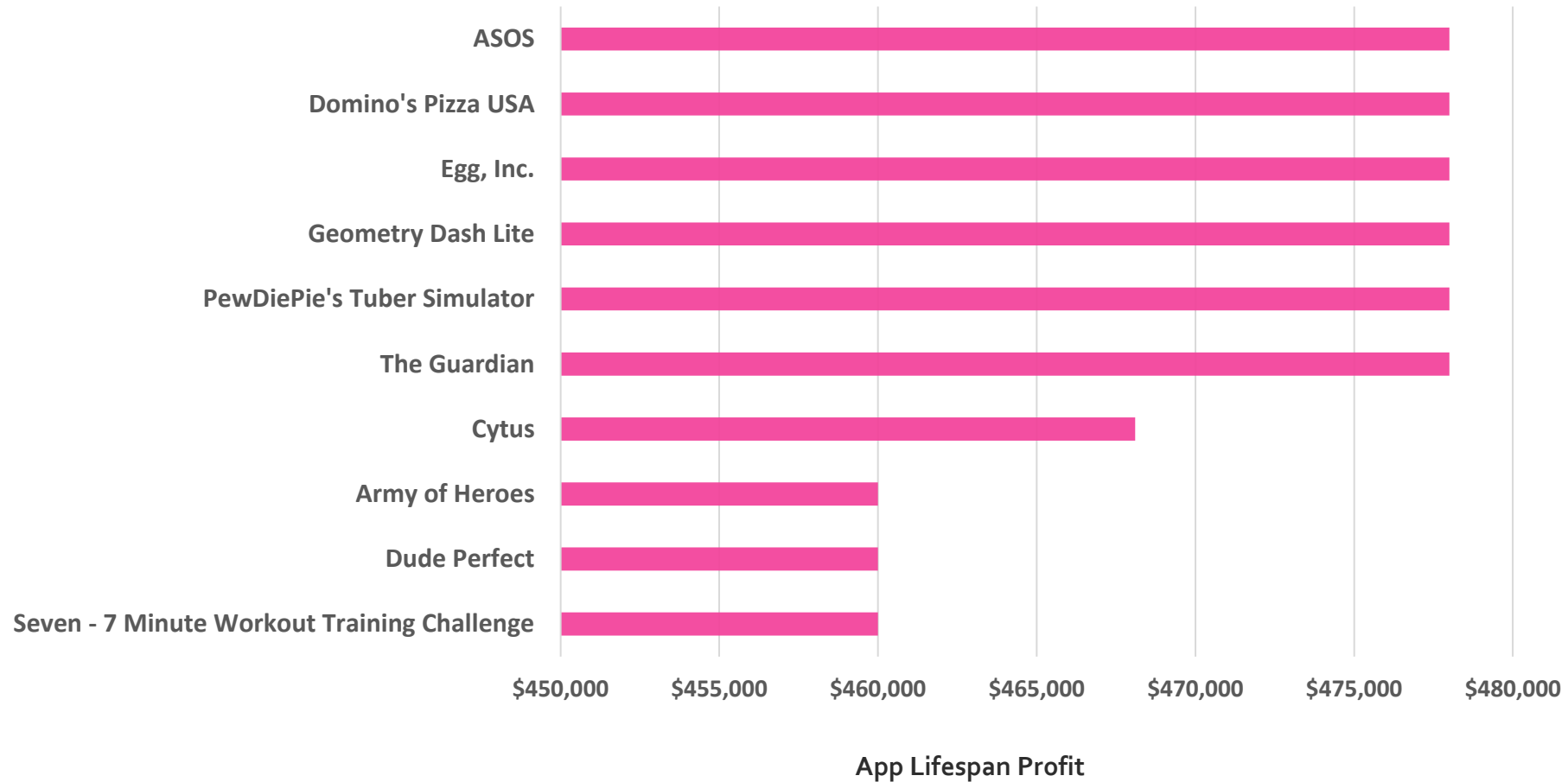
## FROM TOP 10 MOST PROFITABLE GENRES



# AVG PROFITABILITY BY APP PRICE



# Top 10 Most Profitable Apps



We recommend App Trader purchase the rights for these 10 apps to maximize profit.