App Trader

SELECT socks, crocs
FROM moms_closet

Emmy, Sean, Teresa, Shaterial, and Aaron

General Recommendations

Purchase apps that:

- Are in both app stores
- Provide greatest net profit
- Represent a range of genres
- Have highest install counts
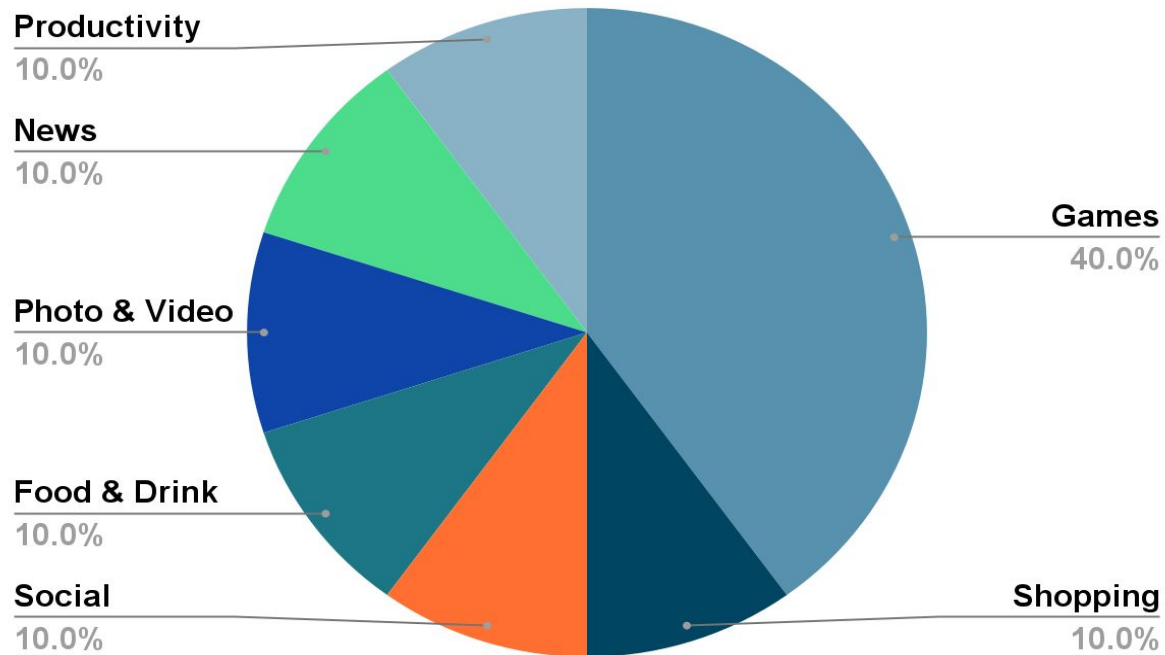- Have longest lifespans
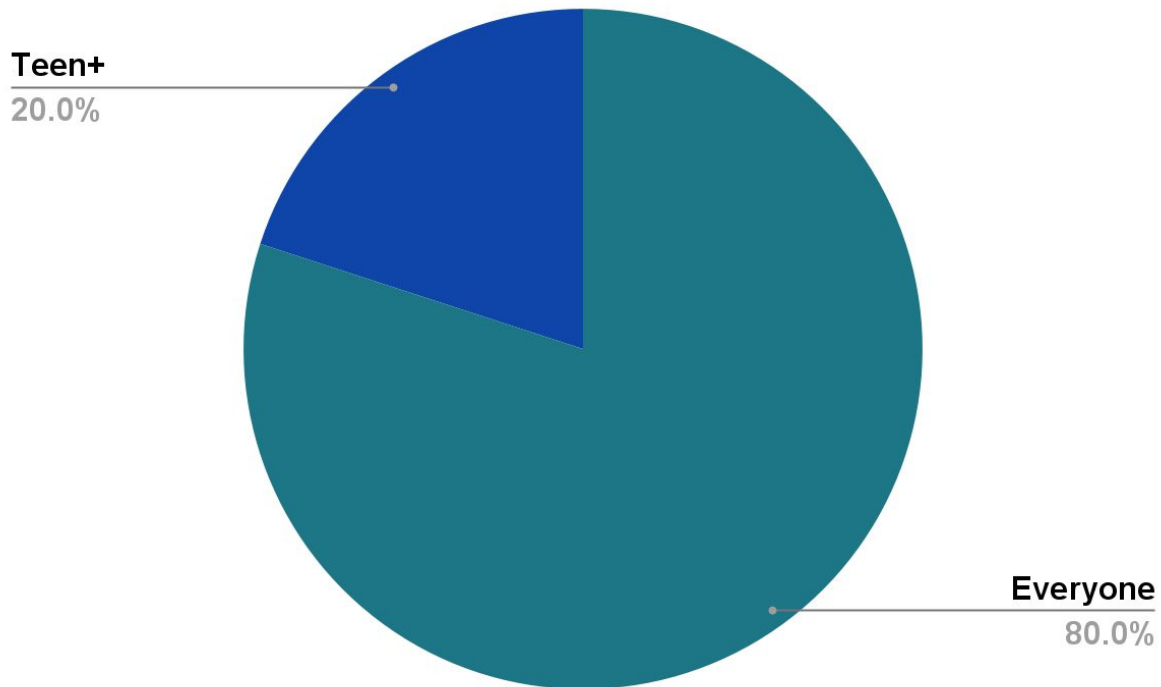- Are rated "Everyone" or "Teen"
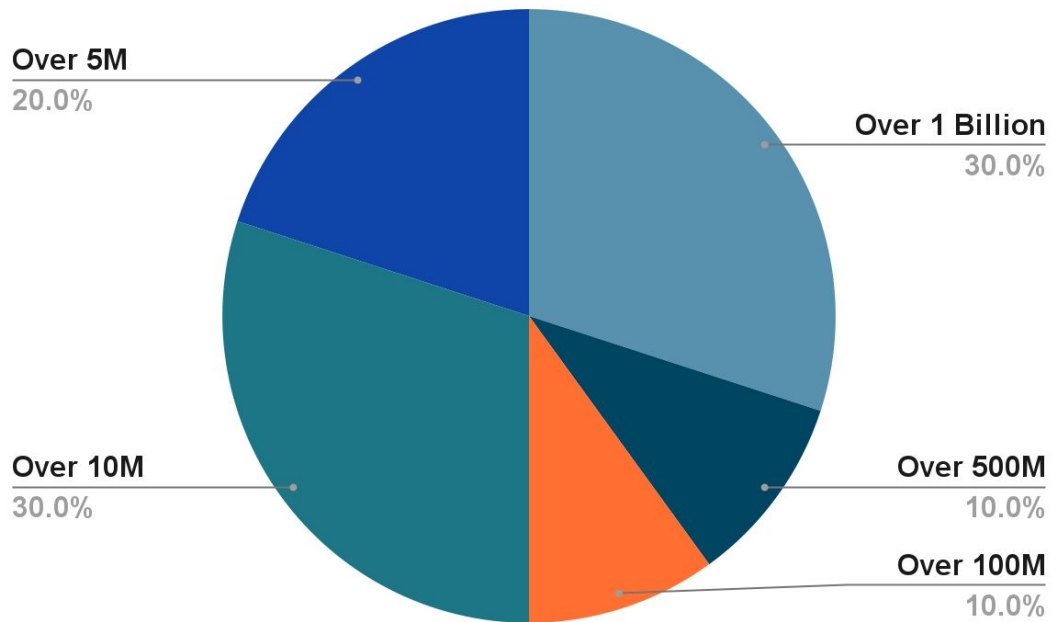
Recommended Apps - Overview

Genre

Productivity
10.0%

News
10.0%

Photo & Video
10.0%

Food & Drink
10.0%

Social
10.0%

Games
40.0%

Shopping
10.0%

Content Rating

Teen+
20.0%

Everyone
80.0%

Install Count

Over 5M
20.0%

Over 1 Billion
30.0%

Over 10M
30.0%

Over 500M
10.0%

Over 100M
10.0%

Recommended Apps To Purchase

Top 6 by Net Profit

Lifespan Net Profit for Each App:
$1,178,000

Lifespan:
11 years

Purchase Price:
$10,000 each
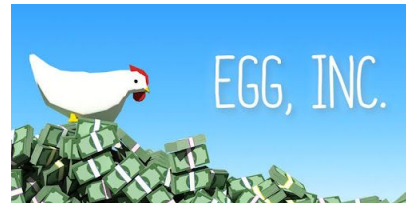
Genres:
- Games
- Shopping
- Food & Drink
- News

Additional Recommendations

Instagram

Subway Surfers

WhatsApp

Word

Lifespan Net Profit for Each App:
$1,070,000

Lifespan:
10 years

Purchase Price:
$10,000 each

Genres:
- Games
- Photo & Video
- Productivity
- Social Networking

Criteria for additional recommendations

- We chose the apps that, after life span/rating, had the highest install counts.
- These would end up serving the most ads over time
- This means more money. (Which you could spend improving a product. Unlike Google Sheets.)
- **We know you like money.**

Money can be held. Caressed, even. So nice. So crisp!

Internet child™ approves this message.

Do not disappoint Internet child™.

Additional Information

Internet child ™ **Disapproves** of Google Sheets.