Our Methodology

1. Target Free Apps that occur in both the App Store and Play Store. This cuts down on marketing costs, plus avoids any extra expenditures involved with setup costs.
2. When looking at which Genres to invest in, target Games. They make up the lion share of profits, and where you can receive the most return on your investment.
3. For our Halloween recommendations, we noticed a strong Zombie theme throughout, so we suggest purchasing two Zombie games that were very highly reviewed. In addition, you’ll need a photo app to take those cute pictures of your kids, a candy app to pair with all that candy you’ll be eating, and finally a workout app, to burn off all that candy!