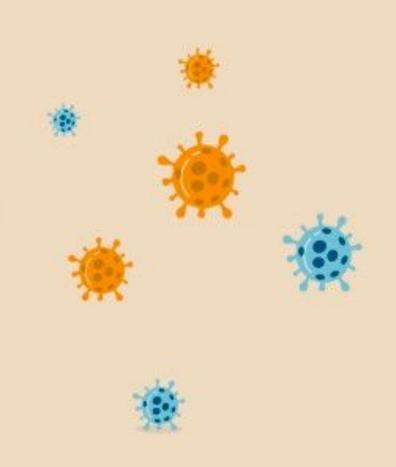


#### Idea:

Let developers focus on development; we'll take on the marketing and accounting related to in-app purchases

# Founded December 2020 - Covid Opportunity



## **App Trader Business Model**

### Partnership with app developers



Developers create the apps

Developers keep all money when users purchase the app

Developers keep 1/2 of the money from in-app purchases and advertising



App Trader purchases rights to the app from developers

App Trader markets the app

App Trader keeps 1/2 of the money from in-app purchases and advertising

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## What our research has shown

- App Trader pays for the rights to broker the app. A fair market price for the rights starts at \$25,000 and is equal to \$25,000 or 10,000 times the price of the app in the app store whichever is greater.
- Apps earn an average of \$5000 per month from in-app advertising and in-app purchases per store. This is the number you'll use to evaluate income.
- App Trader will spend \$1000/month to market an app. If the app is available in both the Apple App Store and the Google Play Store, we only pay \$1000/month to market **both** versions. For this reason, we prefer to work with apps that are available in both stores.
- Apps come and go. You can estimate the lifespan of an app by looking at its star rating. The longevity of an app begins at 1 year for an app with a rating of 0 and increases by six months for every quarter point increase in rating.

## What we want from you, our analytics consultants

- 1. General recommendation on what types of apps to focus our attention on:
  - a. Genre
  - b. Content Rating
  - c. Price Range
- 2. Make a recommendation of 10 apps to buy with a sole focus on profitability/return on investment.
- Make a recommendation of 4 apps that are profitable and also align with the upcoming Pi Day themed campaign (think math or pie related apps!).

