



**A mobile app broker**

# Founded December 2020 - Covid Opportunity

**Idea:**

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



# 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

# 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.
3. 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!).

