

What went well?

What should we keep doing?
What should we celebrate?

India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption.

Each new iPhone model unveiling generates excitement and anticipation among Indian buyers.

[Topic of the retrospective]

The first Apple products to be made in India are already in circulation in the form of some iPhone XR models that carry the 'Made in India' statement on the shipping label.

What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?

Apple hopes that making 2018's most popular iPhone model in India will help it reduce prices and build market share in the rapidly growing economy.

*For private ownership (at a price, like an iPhone).
*For private/commercial subscription (Think an iPhone Upgrade program for a car).
*For public sharing/access through trusted ride sharing partners.



It's not just inescapable connectivity that the iPhone helped bring about.

It's also how we access the internet. The iPhone made mobile web browsing useful for the first time.



The iPhone put the internet in everyone's pocket.

The iPhone transformed photography from a hobby to a part of everyday life.

The iPhone App Store changed the way software was created and distributed.

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?

[See an example](#)