



Making Money with Spatial Computing

Charlie Chapman • Let's visionOS • March 31, 2024

Developer Advocate at RevenueCat

In-app subscriptions made easy

The world's best subscription apps use RevenueCat to power in-app purchases, manage customer data, and grow revenue on iOS, Android, and the web.



RevenueCat



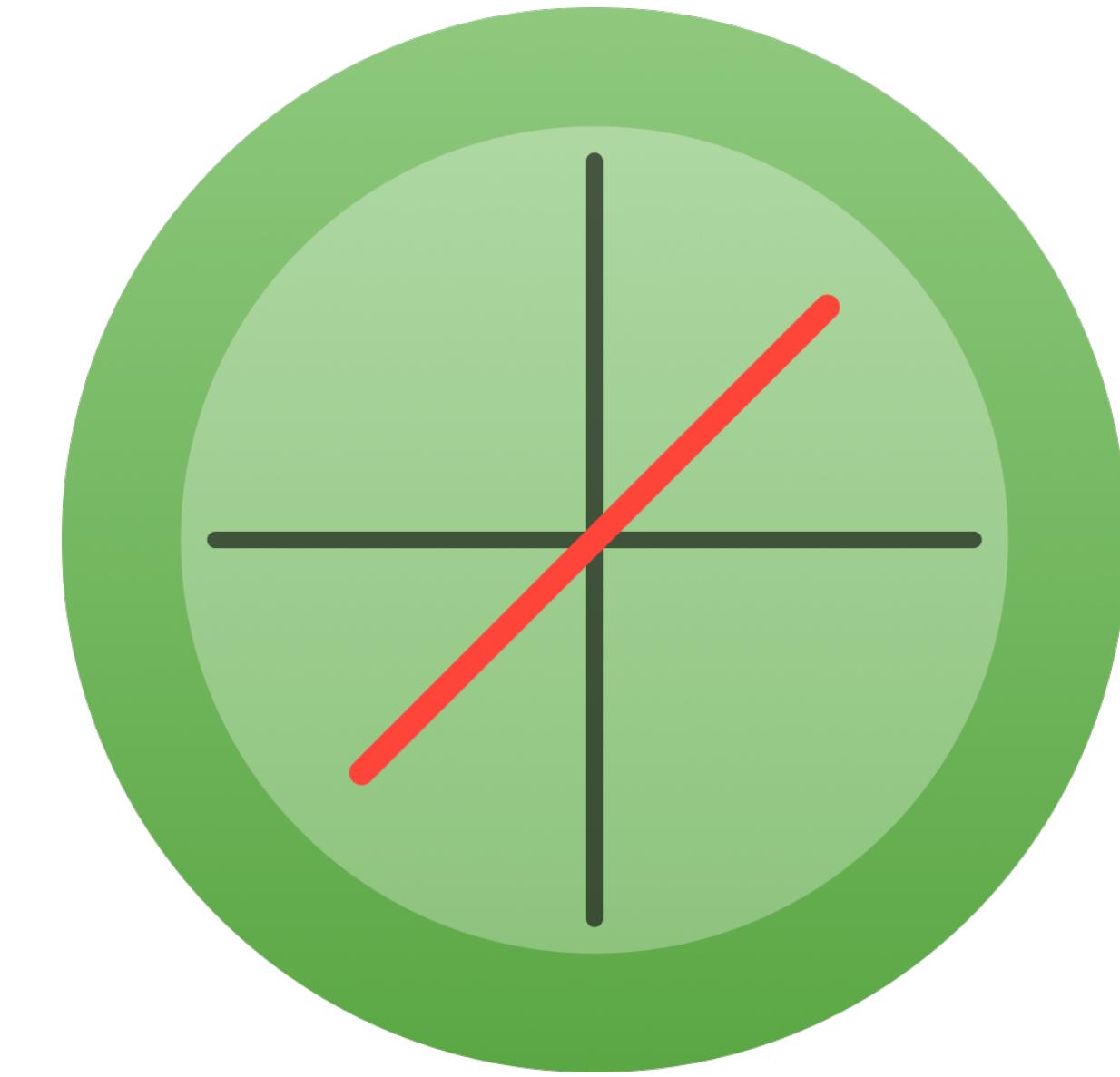
Indie App Developer



Dark Noise
iOS, iPadOS, macOS



Spatial Noise
visionOS

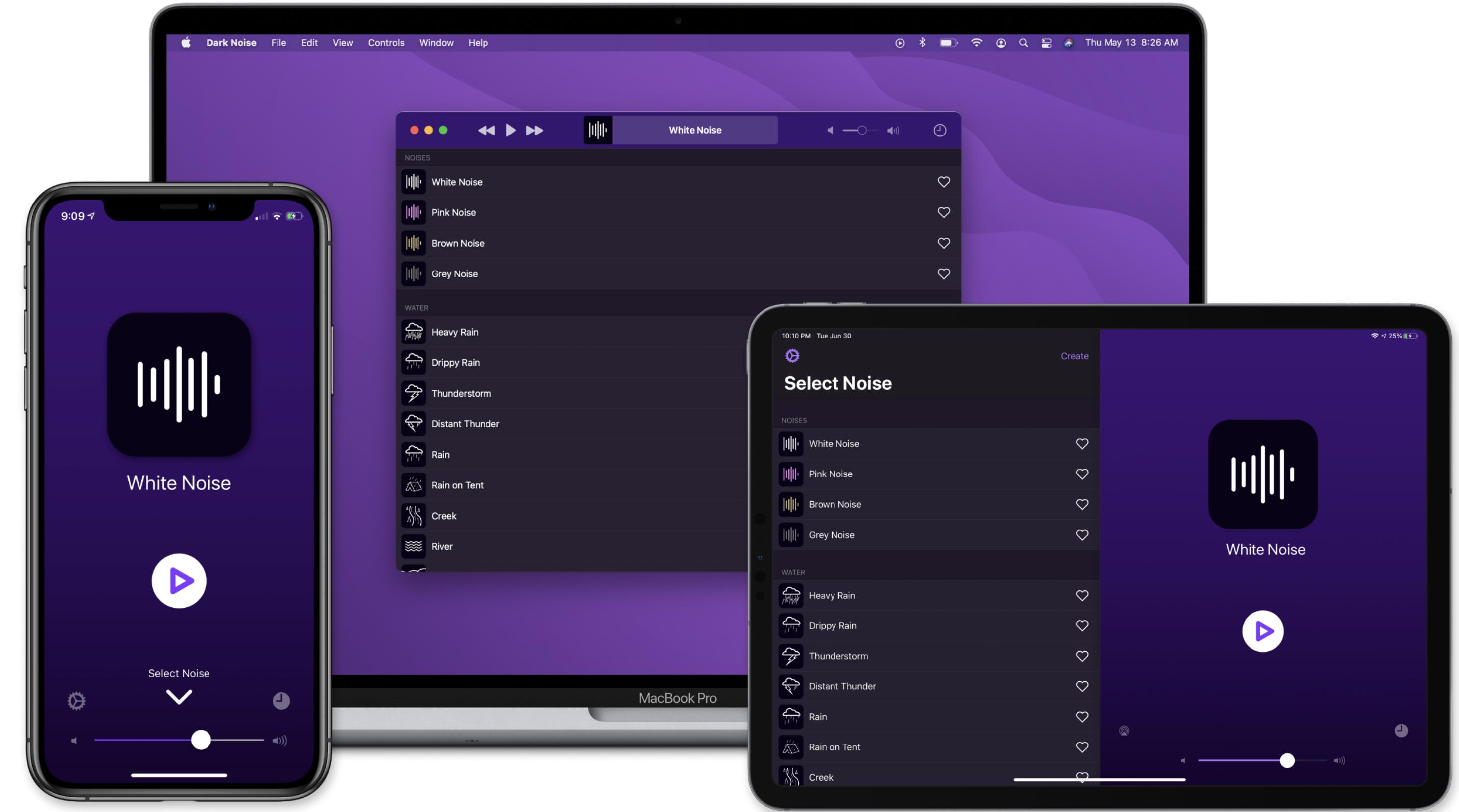


Level Headed
visionOS

Indie App Developer



Dark Noise
iOS, iPadOS, macOS





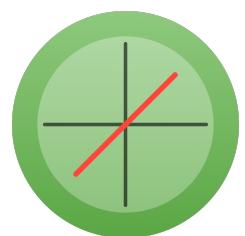
RevenueCat



Spatial Noise

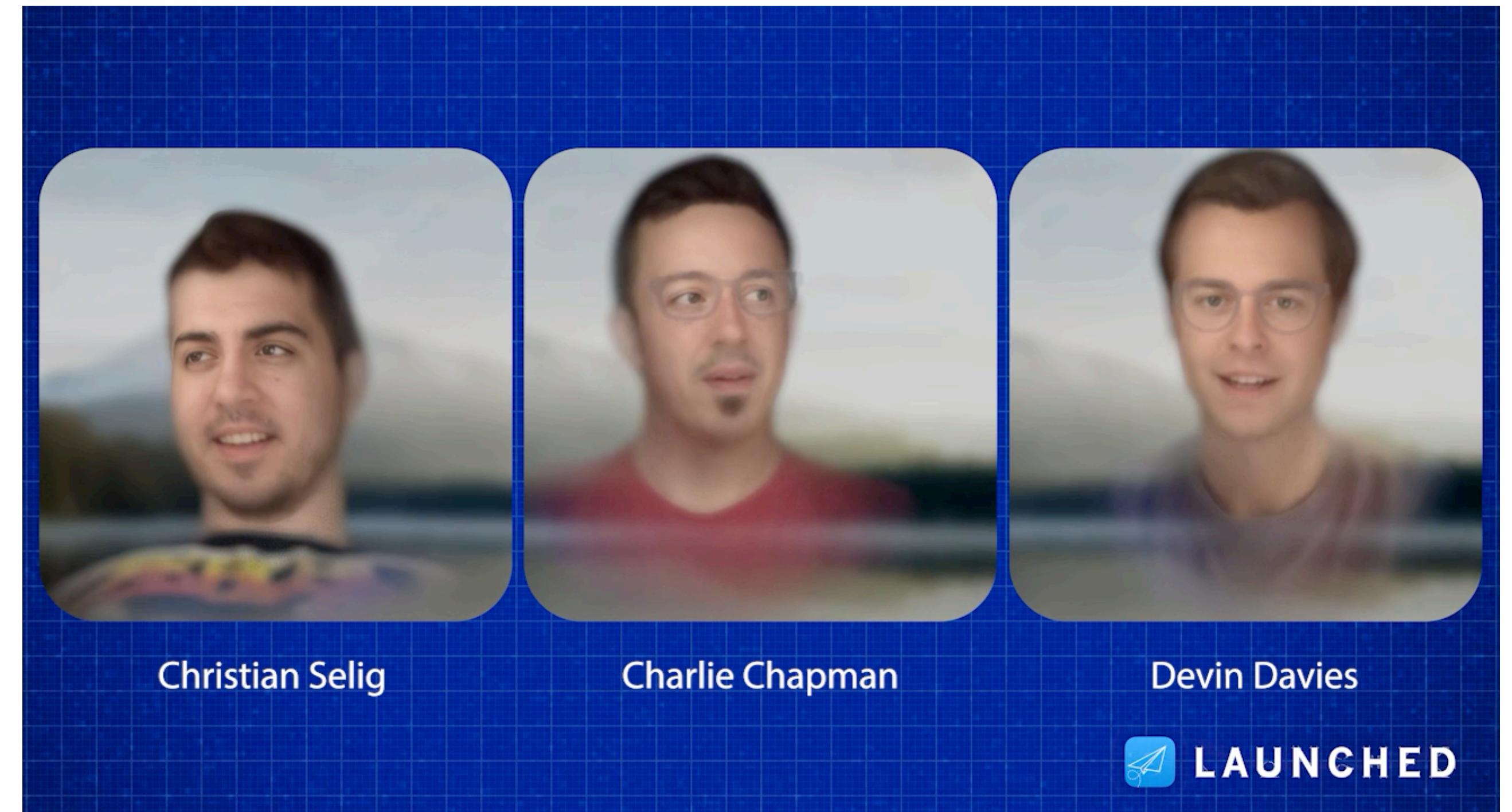


RevenueCat

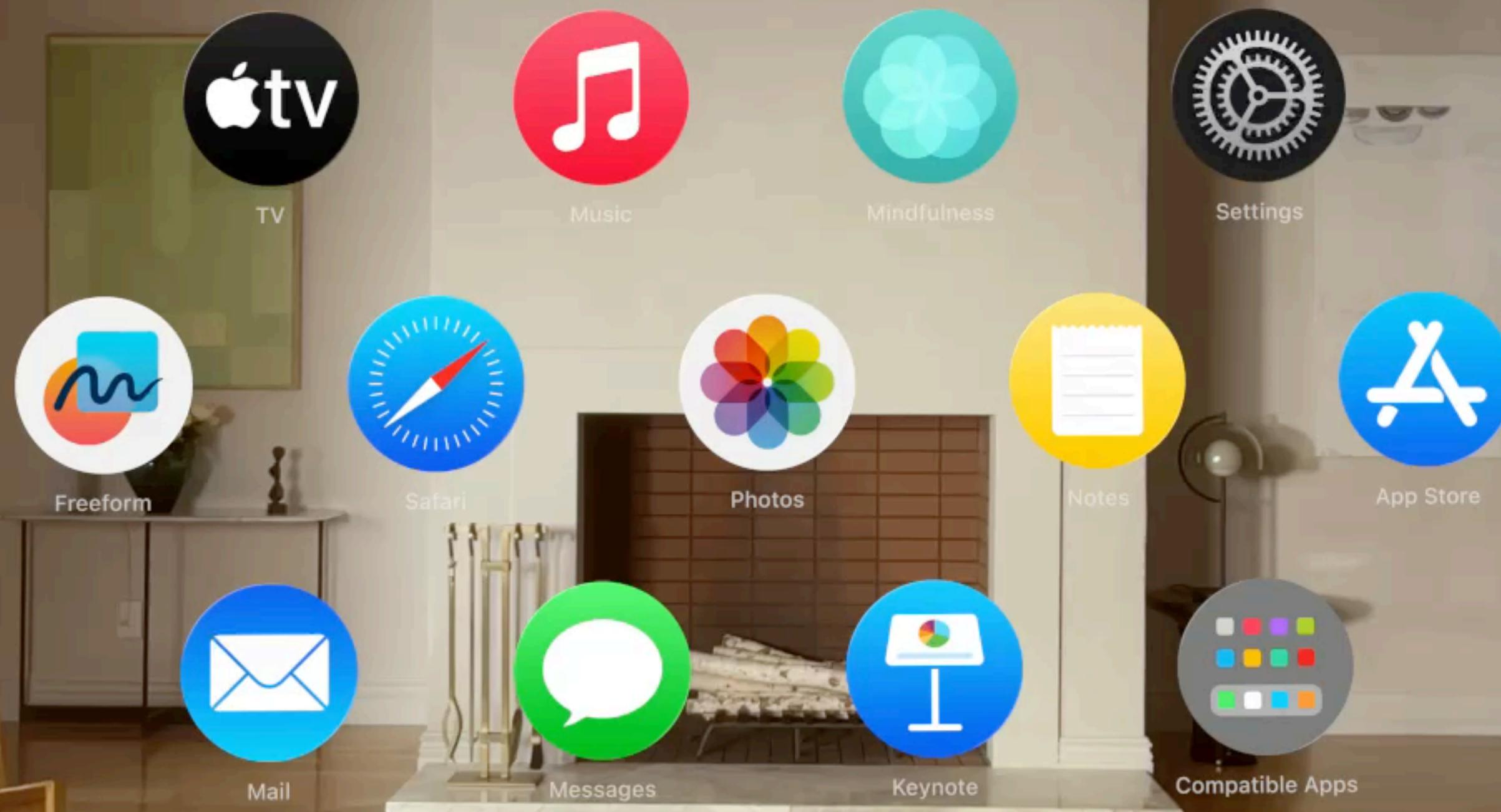


Level Headed

Launched Podcast



I think a lot about the
business of apps



This is not a gold rush



RevenueCat

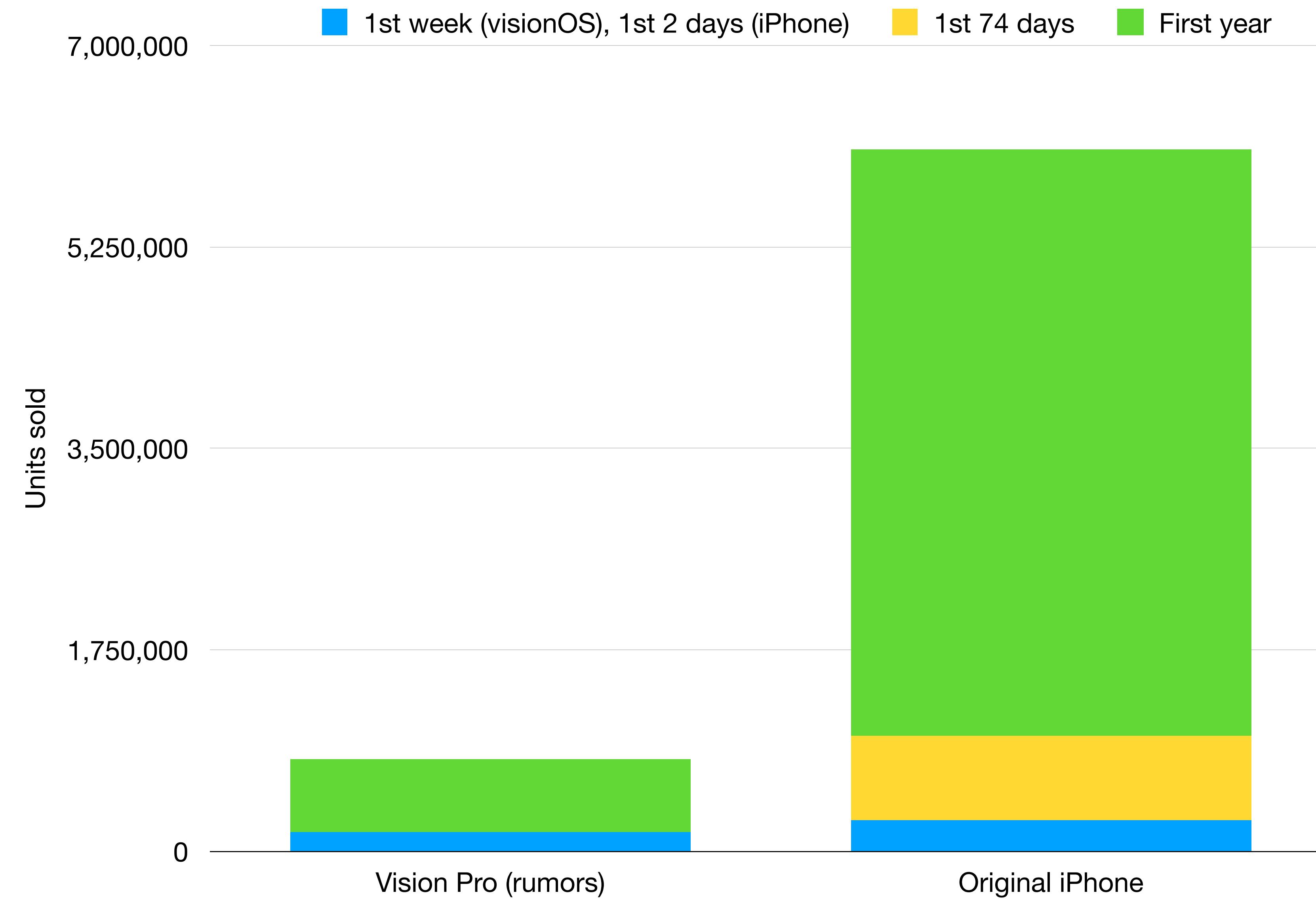
Let's look at the numbers

Original iPhone Units Sold

- **270,000** units in first 2 days for original iPhone June 2007 (source Apple)
- **1 million** units in just 74 days (source Apple)
- **6.1 million** units sold of original iPhone (source Wikipedia)

Vision Pro Units Sold

- **160,000-200,000** preorders sold (rumors)
- **700,000-800,000** production orders for 2024 (rumors)

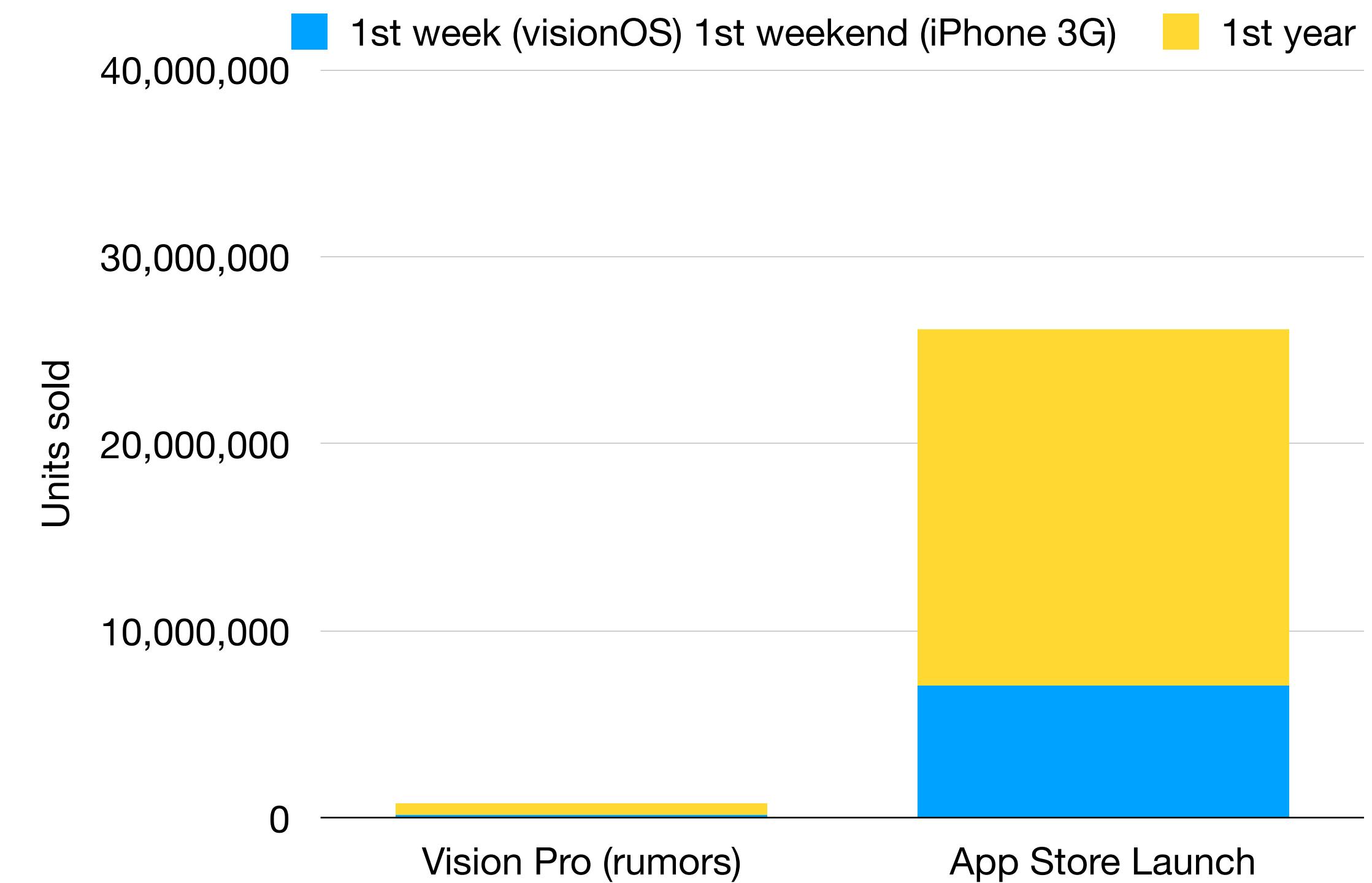


iPhones at App Store launch

- **1 million** iPhone 3G units sold in opening weekend July 2008
(source Apple)
- **20 million** iPhone 3G units sold in first year (source iMore)

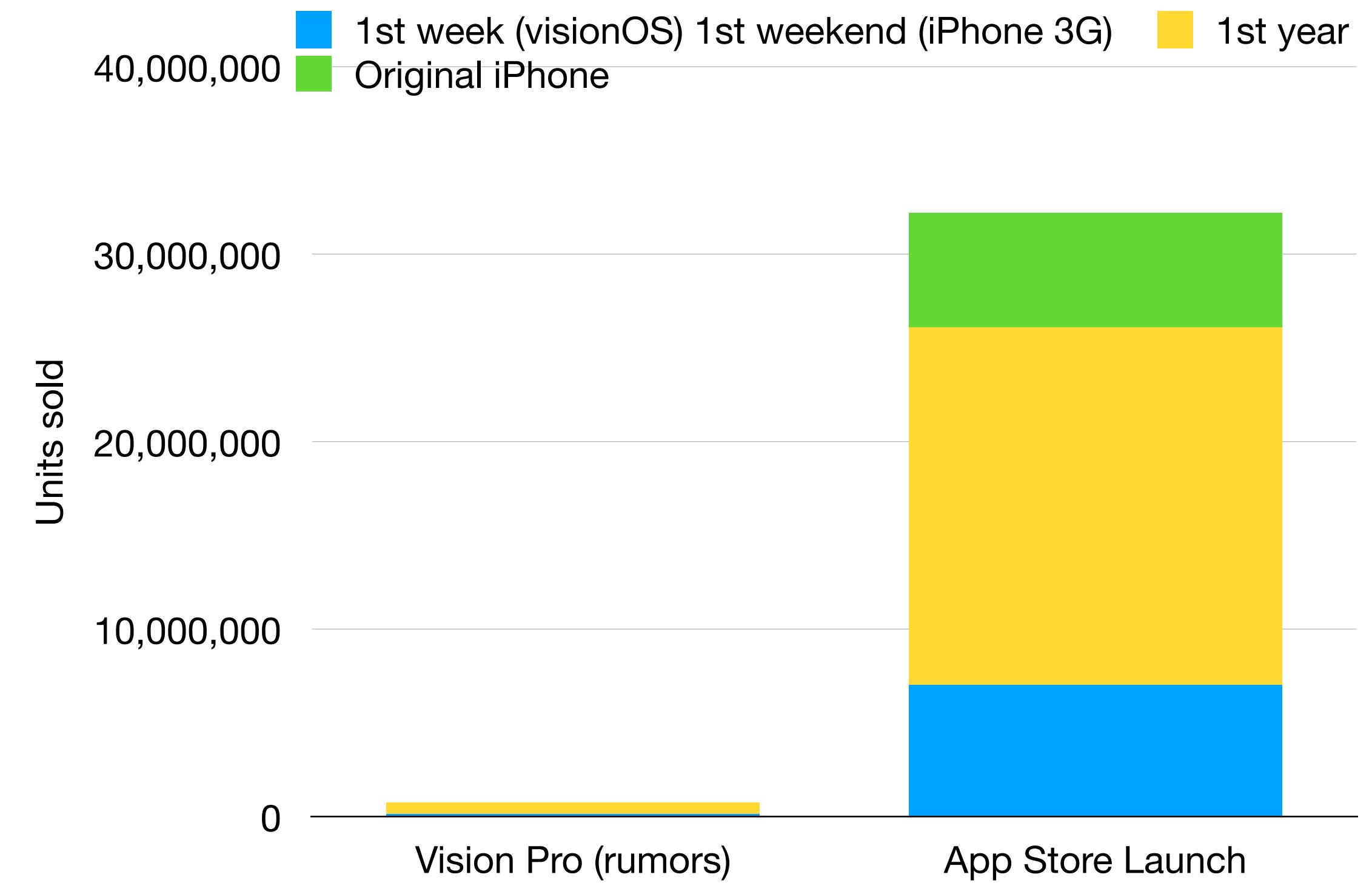
iPhones at App Store launch

- **1 million** iPhone 3G units sold in opening weekend July 2008 (source Apple)
- **20 million** iPhone 3G units sold in first year (source iMore)



iPhones at App Store launch

- **1 million** iPhone 3G units sold in opening weekend July 2008 (source Apple)
- **20 million** iPhone 3G units sold in first year (source iMore)

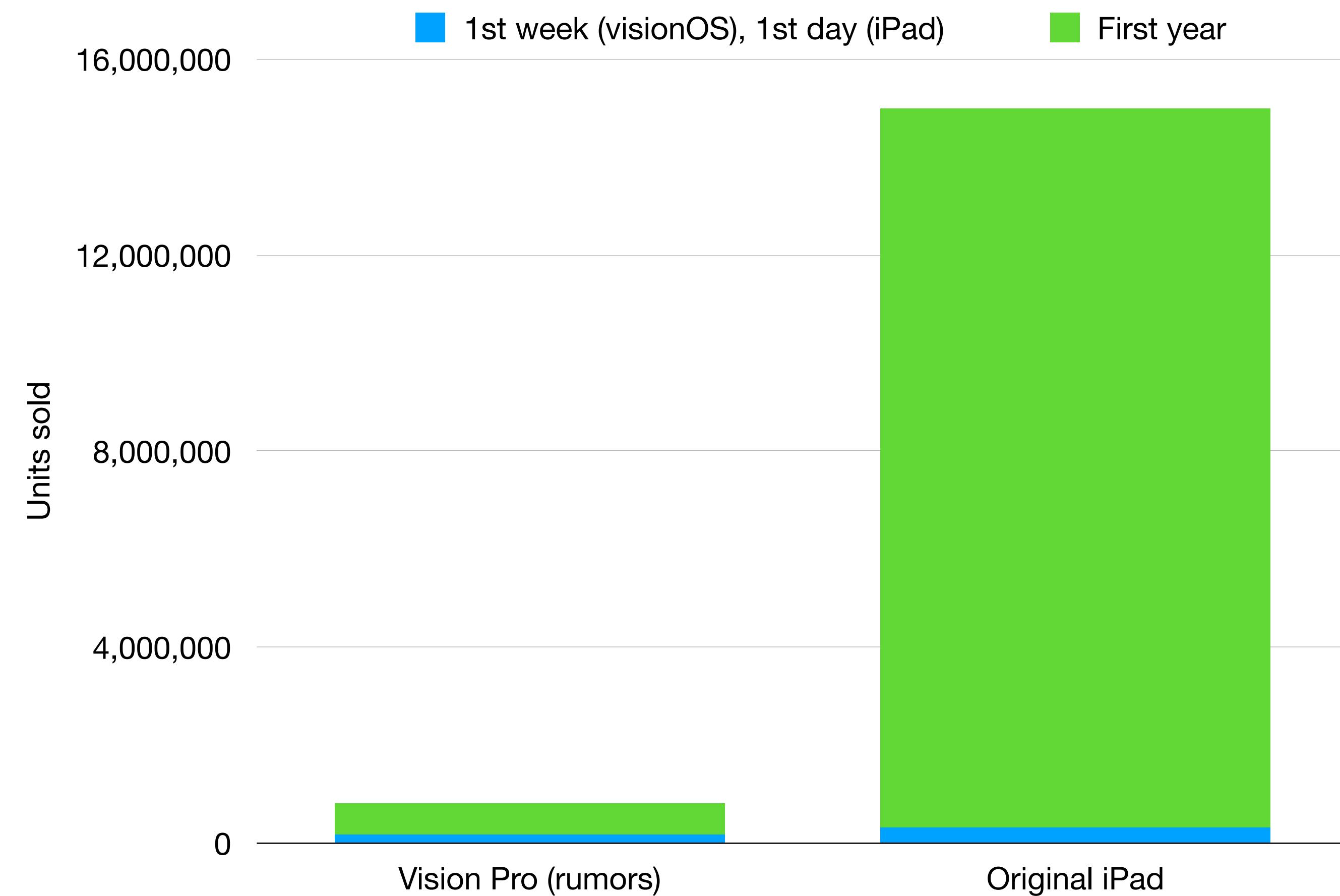


Apps at App Store launch

- iPhone
 - **500** initial applications available (source Apple)
- Vision Pro
 - **600** native apps available at launch (source Apple)
 - **1 million** compatible apps (source Apple)

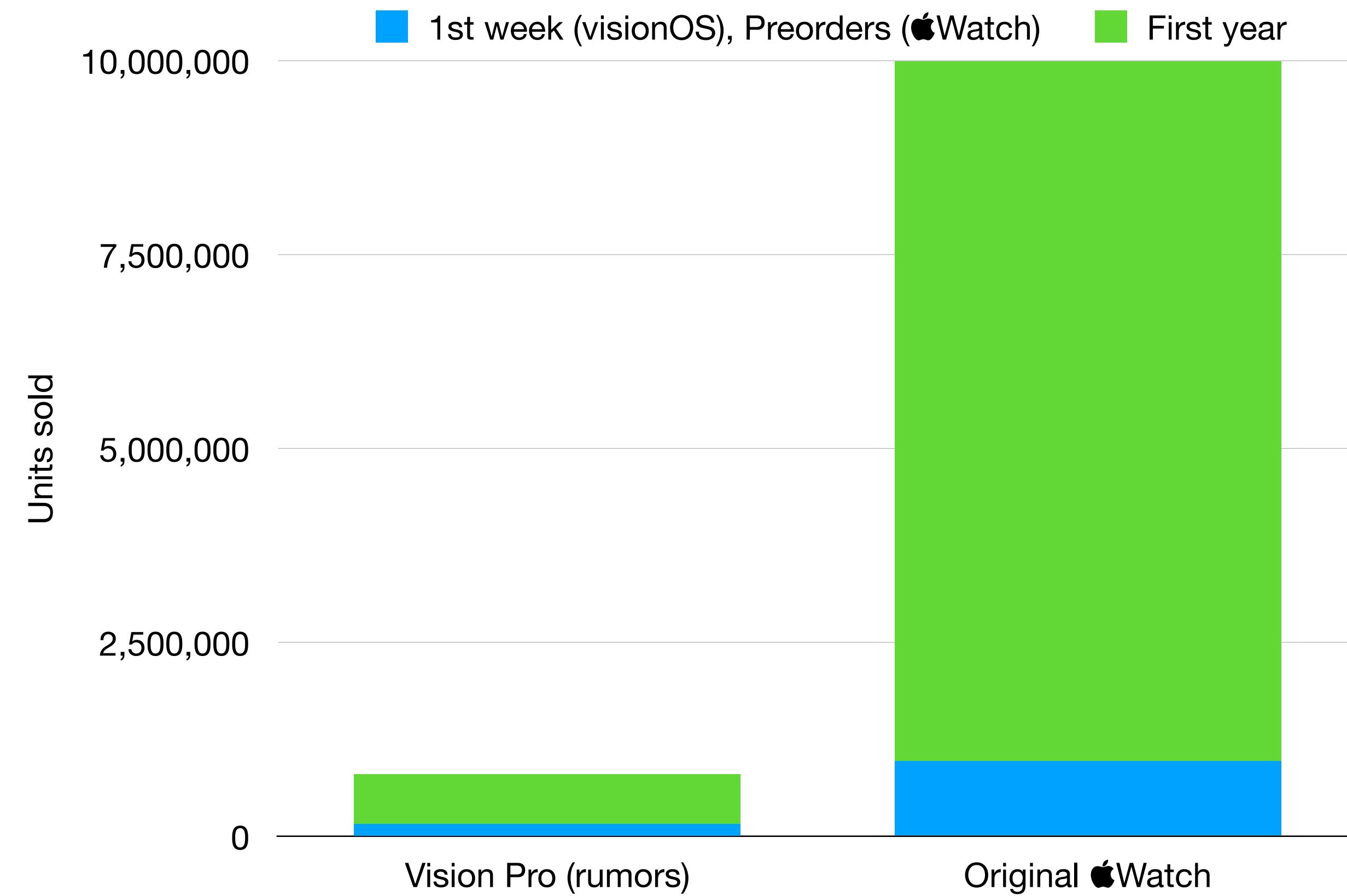
iPad Units Sold

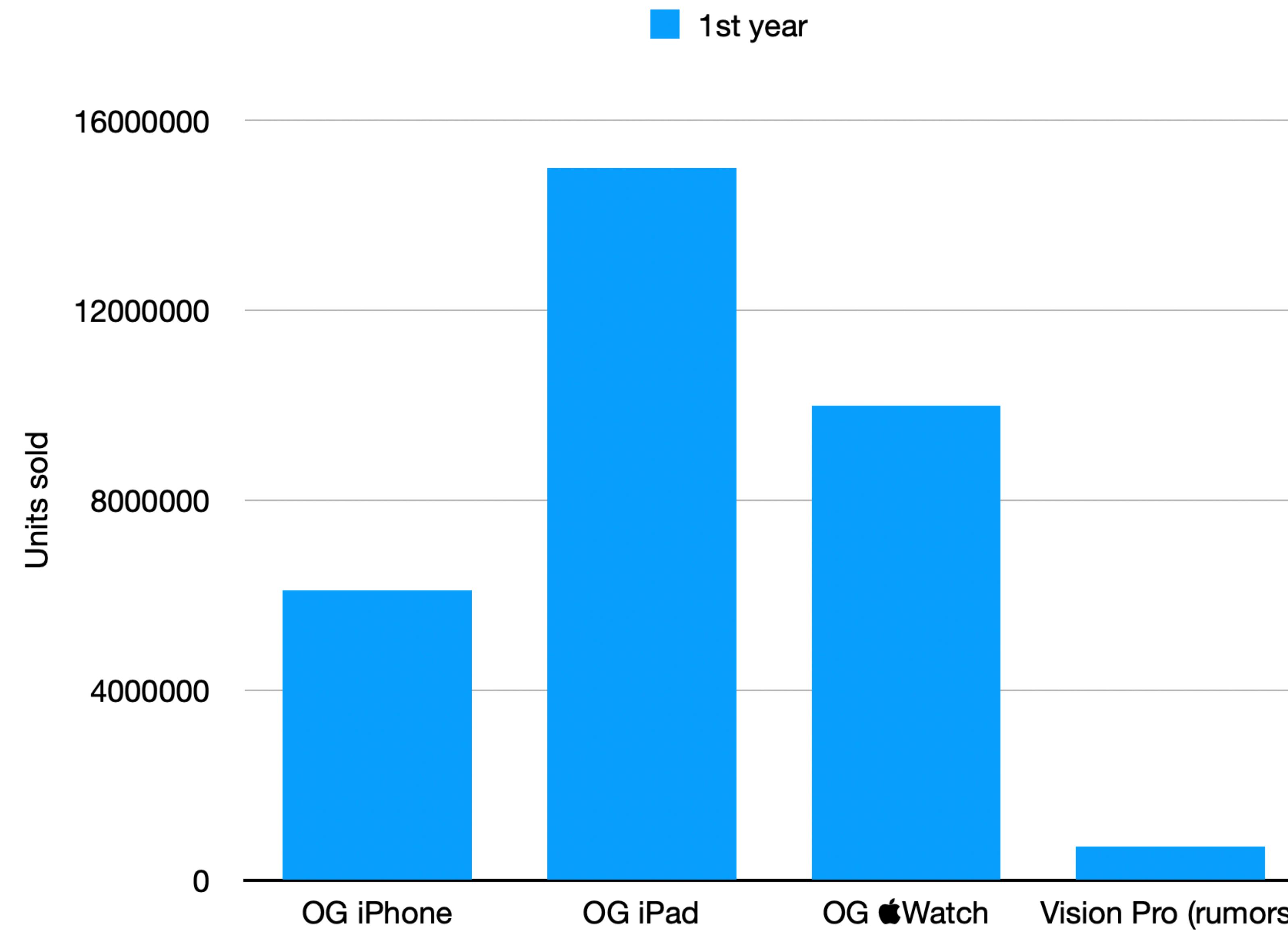
- **300,000** units sold in first day
(Apple)
- **15 million** first generation units sold (Apple)



Apple Watch Units Sold

- **970,000** preorders (Slice Intelligence via The Washington Post)
- **10 million** first generation units sold (Wall Street Journal)





**That doesn't mean there's not
money to be made**



Christian Selig @ChristianSelig · Feb 3

...

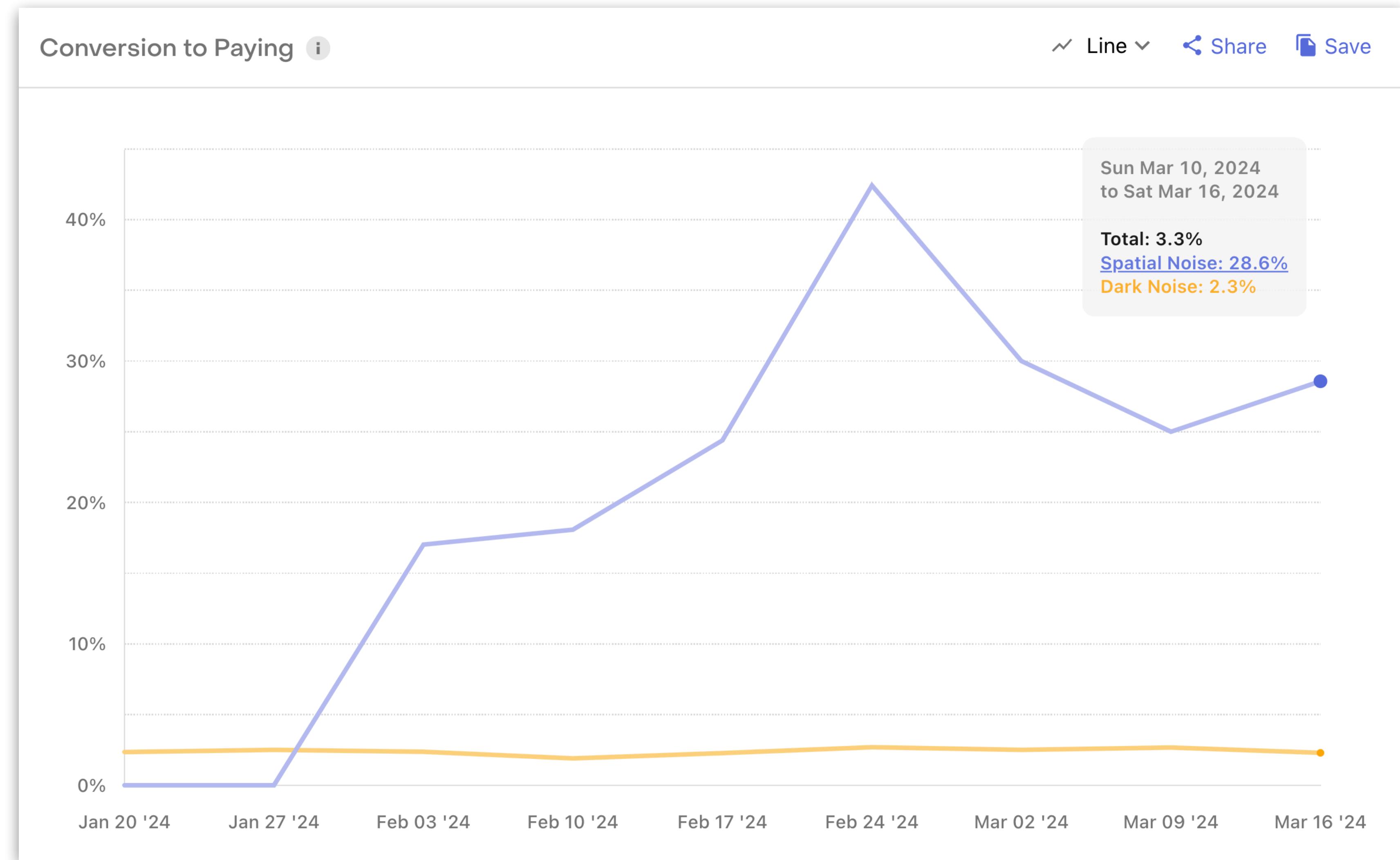
Juno has officially paid for the price of my Vision Pro, who said developing early on this platform wouldn't be worth it? 🤯 (It's also fun as hell and this device is bonkers, I'm just getting started)



Devin Davies • Developer of Crouton

Launching Crouton on visionOS was
Crouton's most profitable month ever
by over 200%

**Conversion rates are great
right now**





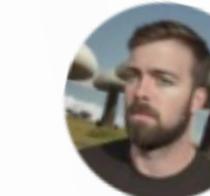
Daniel Chetian ✅
@ChetianX

I have low download numbers but nearly 60% conversion from the store page (free app)

11:41 AM · Mar 26, 2024 · 20 Views

Follow

...



Ryan Gordon ✅ @theryangordon · Mar 25
Replies to @_chuckyc

yeah same conversion to paid is like 20-30% and that's with 85% trial to paid. people loving the functionality of spatial media toolkit more than my other offerings though

...



Anders Borum

@palmin@mastodon.social Ivory for iOS
Replies to @charliemchapman

My apps are not vision-native but filtering by that device type I also see very high conversion rates.



2d

alexindsay  @alexindsay · Mar 25
Replying to @_chuckc
Yea, I am an owner and I am buying a lot of upgrades to play with stuff.

timothybucksf  2d ...
Feels like a user segment thing—100% of visionOS users have disposable income.
   

Follow ...
Jack Smith  @HomeCookJack
User base could be more likely to have expendable income (based on device price alone), and just want to try cool new stuff out (early adopters basically).
Either way, congrats!
2:37 PM · Mar 26, 2024 · 21 Views

brycedriesenga 2d ...
I'd guess part of this is early adopters/excitement. Still cool though.
   

edzollars 2d ...
Wouldn't surprise me if you could get the data (which you can't, but still) that VisionPro users spend more on apps than the general iPhone/iPad population. Influenced both by the fact that they have enough disposable income to go out and buy the AVP *and* they are more enthusiastic about Apple things.
   

benedictevans  2d ...
Plus almost everyone who is using one is trying to test everything and see what it is. I've certainly bought stuff on Vision Pro that I would never have bought on my iPhone just because I want to know what it is. \$10/games I deleted after 30 seconds etc.
   

So what are your options?

Monetization options for visionOS

- Free with ads
- Paid up front
- In-app purchase
- Subscription

Free (with ads)

Free with ads

Pros

- Relatively easy to implement
- Creates a good value incentive: the more your app is used, the more money you make

Cons

- Requires large user-base
- Hard to control the user experience allowing 3rd party ads into your app

Who should choose **free with ads**?

- Apps that have or need a large user base
- Apps with high frequency engagement for each user

Paid up front

Paid up front

Pros

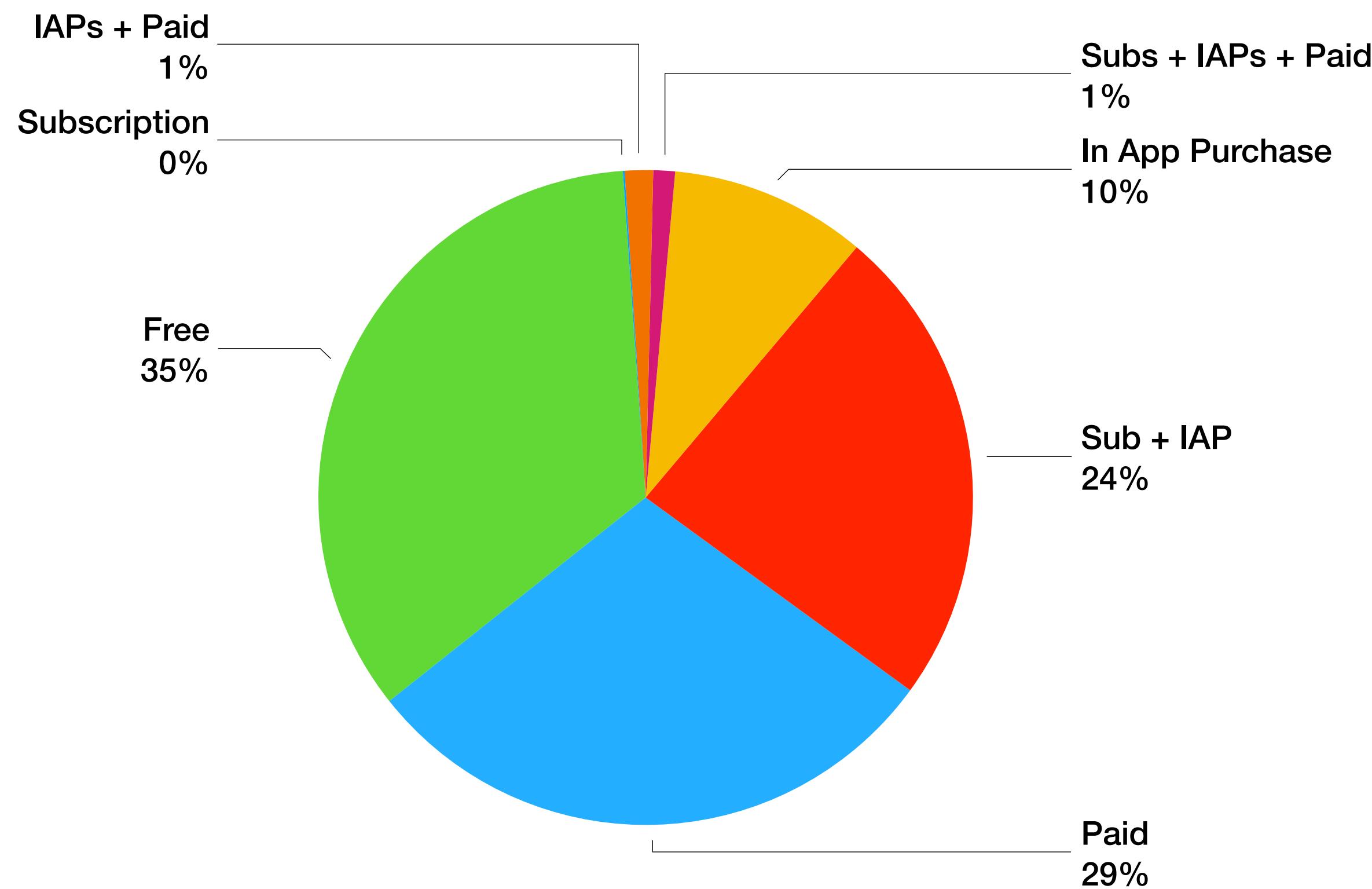
- Easiest to implement
- Less expectation of repeat value
- LTV not dependent on usage
- Reviews limited to paid users
- Smoother App Review

Cons

- No repeat revenue
- High barrier to entry

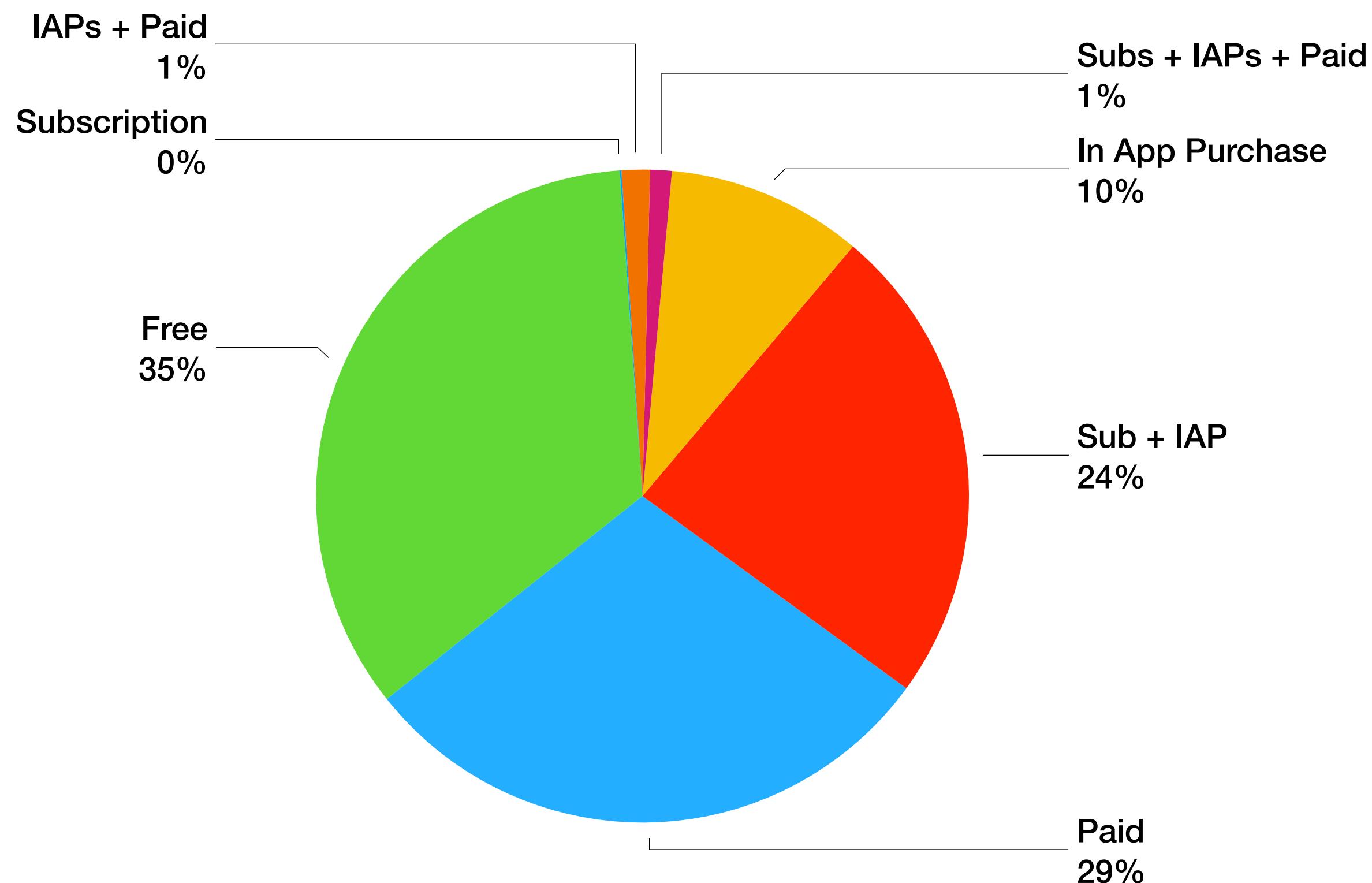
How are other's monetizing their apps?

1,215 native visionOS apps

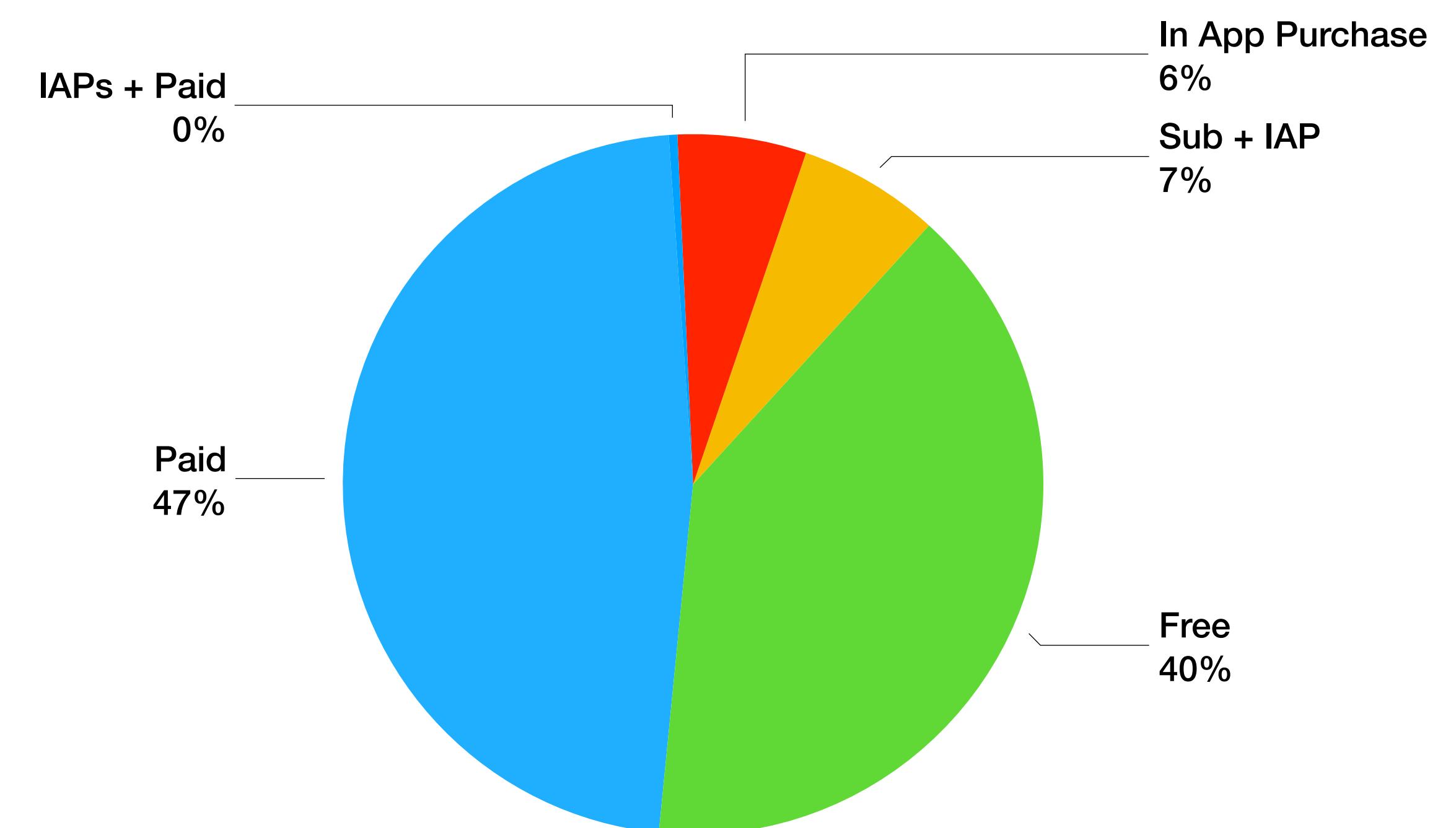


How are other's monetizing their apps?

1,215 native visionOS apps



505 visionOS only apps



Who should choose paid up front?

- Hobby apps
 - Assuming you don't have recurring per-user costs
- One time experiences vs ongoing value
- Developers who want to recoup their investment quickly

One time in-app purchase

One time in-app purchase

Pros

- Lower barrier to entry for more downloads
- Less expectation of repeat value
- Can add more IAP in the future for more revenue per user

Cons

- No consistent recurring revenue
- Must convince users to pay to upgrade
- A little more complicated to implement

Who should choose in-app purchases?

- Hobby apps
 - Assuming you don't have recurring per-user costs
- One time experiences vs ongoing value
- Apps with packs of content or experiences to unlock

Subscription

Subscription

Pros

- Recurring revenue – rewarded for delivering recurring value
- Lower barrier to entry for more downloads
- Can pay for high per-user costs

Cons

- A little more complicated to implement
- Must convince users to pay to upgrade
- **Must deliver recurring value to retain customers**

Who should choose **Subscription**?

- Apps with high per-user fees
- iOS or macOS apps that want to add visionOS support as a feature of their existing subscription app

My recommendation?

How to make money on visionOS?

- Make **many** small apps that take advantage of the unique hardware.
- Go with **Paid Up Front** or **In-App Purchase** unless you have a good reason not to.
- **Price high** but experiment
- Create and share compelling **video demos** on social media



<https://appfigures.com/resources>

RevenueCat



appfigures



<https://appfigures.com/resources>

RevenueCat

Resources

All App Teardowns Keyword Teardowns Guides This Week in Apps Insights

FEATURED

Appfigures Chats

Apple vs. The EU: Who Benefits the Most?

Guest **Jacob Eiting** Ariel Michaeli

This block features a large orange banner with the title "Appfigures Chats" at the top left. The main title "Apple vs. The EU: Who Benefits the Most?" is prominently displayed in the center. Below the title are two circular profile pictures: one for "Guest Jacob Eiting" and one for "Ariel Michaeli". The background has a wavy orange pattern with yellow dashed lines.

Videos

RevenueCat's Jacob Eiting on the Apple-EU Appocalypse

Are Apple's changes in the EU evolutionary or revolutionary? With Jacob Eiting, CEO fo RevenueCat



Me

Website:

charliemchapman.me

Twitter:

[@_chuckyc](https://twitter.com/_chuckyc)

Mastodon:

[@charliemchapman@mastodon.social](https://mastodon.social/@charliemchapman)

Threads:

[@charliemchapman](https://www.threads.net/@charliemchapman)

RevenueCat

revenuecat.com

RevenueCat

