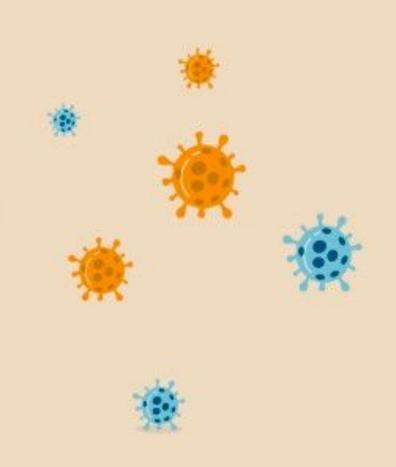


Idea:

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



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

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What our research has shown

- App Trader pays for rights to broker the app. A fair market price starts at \$10,000 and is equal to \$10,000 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. 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 number of
 years an app is available begins at 1 for an app with a rating of 0 and increases one year for every half
 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 next week and market for a Black Friday debut.

