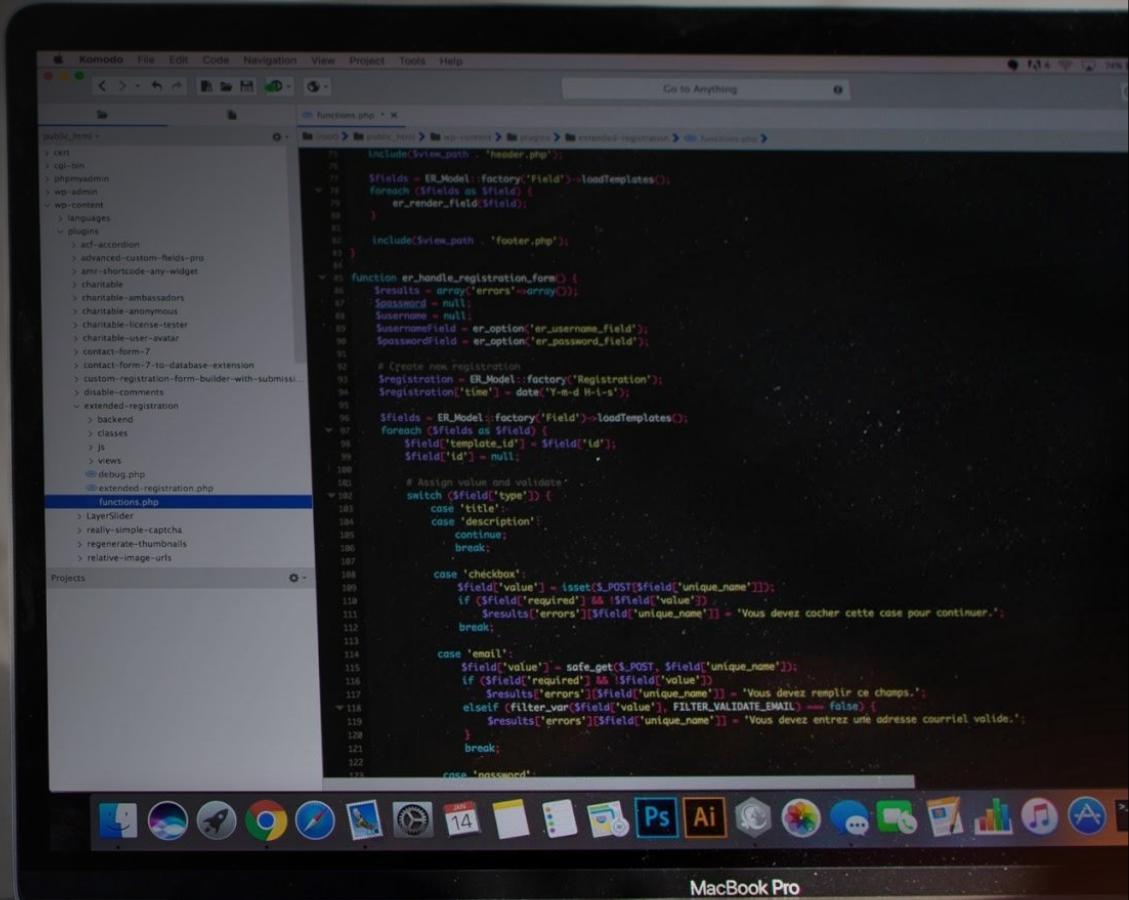


HOW TO MONETIZE YOUR APPS & IDEAS WITH **bdapps**



An initiative of





WHY?

WHAT?

How?



WHO?



Samin Yeasir Hasan

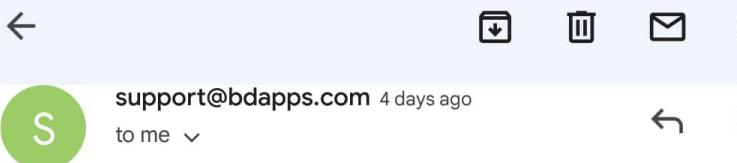
Campus Ambassador, Rajshahi University of Engineering & Technology, bdapps.(2020-present)

Licensee and lead organizer
TEDxRUET

Campus ambassador, ISCEA(2021-present)

 [fb.com/pritam.hasan.7](https://www.facebook.com/pritam.hasan.7)

 01770001189



Dear 8801969670426,

You have received BDT 1103 in your given bank account as the revenue from your application/s in BDAPPS for October, 2020. The breakdown of your payment is given below:

Description	%	Amount (BDT)
Your Apps Total Revenue		2913.00
(-) BTRC Revenue Share	6.5%	189.00
Your Gross Revenue	0.5	1362.00
(-) VAT	5%	65.00
(-) AIT	15%	195.00
(-) Rebate	Rebate	-
Net Payment to your Bank Account		1103

* As you haven't submitted your E-TIN Certificate, your AIT has been calculated as 15%. You could get 10% AIT upon submitting your E-TIN. Share your updated E-TIN

If you didn't receive the payment in your bank account, please send your bank statement (from November 19, 2020 to November 23, 2020) to support@bdapps.com within 5th December, 2020.

As you are already earning from your application, that means, your application is serving very well to some customer's need and also your marketing efforts have a good opportunity to serve more customers through your application/s. For any of your support to earn double in next month and onwards, we are always available in support@bdapps.com. You can also ask any queries or can share your thoughts in our Facebook group (<https://www.facebook.com/groups/bdappsGroup/>). Hope the day is not so far when you could earn more than few lac a month through BDAPPS. Keep rocking!!!

Thank You.

Admin

Reply

Reply all

Forward

A screenshot of a mobile phone's web browser displaying the 'Reporting Module' of the bdapps website. The URL is 'user.bdapps.com/viewer/frameset?__report=report%2Fsdp%2Fsdp'. The page shows a table titled 'bdappsLite' with columns for 'Revenue [*without tax and before BTRC charges]' and 'Traffic' for three rows. Below the table, a section titled 'Total Revenue and Traffic' shows a summary for Wednesday at 4:33 PM. It includes a message to the customer about a transfer of Tk 4332.53 to account A/C240**030498** Balance.

Row	bdappsLite		Lite Videos		Total	
	Revenue [*without tax and before BTRC charges]	Traffic	Revenue [*without tax and before BTRC charges]	Traffic	Revenue [*without tax and before BTRC charges]	Traffic
0	286.00	211	0.00	0	286.00	211
0	810.00 BDT	473	0.00 BDT	0	810.00 BDT	473
0	1,096.00 BDT	684	0.00 BDT	0	1,096.00 BDT	684

Today 4:47 PM

Dear Sir, your A/C ***0349
credited(EFT by: SCB adn: BDAPPS
Nov 21 for: EFT PMT r) by
Tk2,024.73 on 15-12-2021

A screenshot of a mobile phone's messaging application. It shows a message from 'Islamia Bank' to the customer. The message states that Tk 4332.53 has been transferred to account A/C240**030498** Balance. The message is timestamped 'Wed 4:33PM'.

Dear Customer
Tk 4332.53 has been transferred to
A/C240**030498** Balance

Islamia Bank
Help:8331090,16259
Khilgaon Branch, Dhaka

Dear Customer
Tk 1149.74 has been transferred
t Balance Tk.

A screenshot of a mobile phone's messaging application. It shows a message from 'Islamia Bank' to the customer. The message states that Tk 1149.74 has been transferred to account t Balance Tk. The message is timestamped 'Today 4:47 PM'.

Islamia Bank
Help:8331090,16259



NOKIA





NOKIA

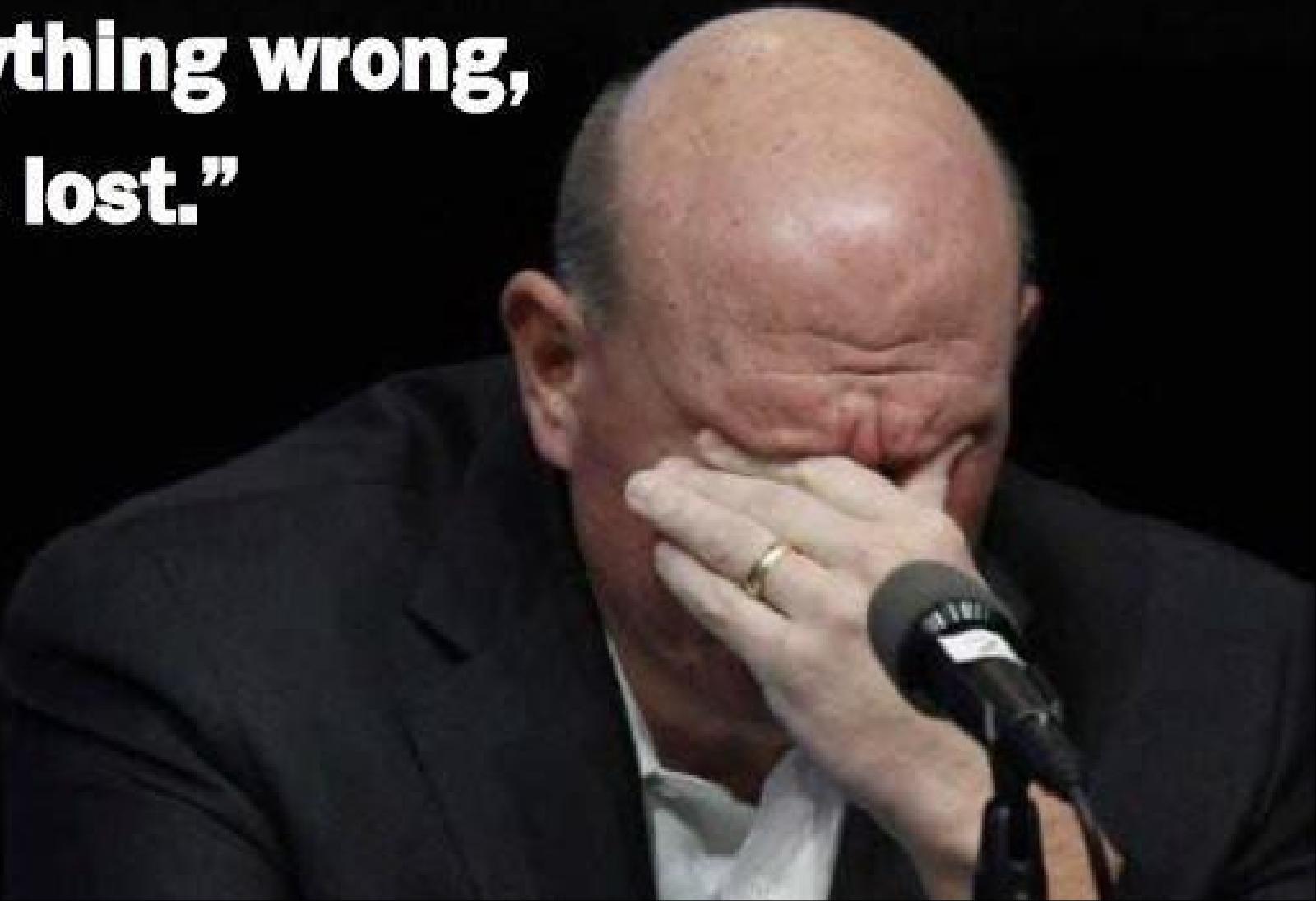
WHY DID IT FAIL?



NOKIA



**“We didn’t do anything wrong,
but somehow, we lost.”**



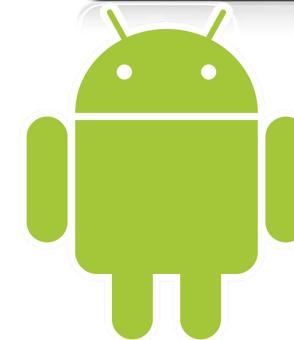
Case Study: Nokia



Nokia was the market leader in India with 60% share

Apple Launched iPhone 3S in 2007 and redefined smart phones

Android OS entered the market in 2008-2009



Case Study: Nokia



Samsung Galaxy S launched on 2010 June



Nokia Launched C1 on August, 2010
Market share dropped to 32.9%



- Nokia's Revenue fell 40%
- Smartphone market share dropped from 34% to 3.4%

Case Study: Nokia

What Went Wrong with Nokia?



The Resistance to Smart Phone Evolution



Moving too slow with the Industry



Overestimation of Strength

**The advantage you had
yesterday, will be replaced
by the trends of tomorrow**



WE'RE AT
THE
RISE OF
DIGITIZATION



AUTONOMOUS VEHICLE REPLACES DRIVERS





AUTONOMOUS DRONE REPLACES DELIVERY CARGO



AIR FORCE DRONE REPLACES PILOTS



**DELIVERY BOT
REPLACES
DELIVERER**



ATM MACHINE REPLACES

CASHIER



APPLICATIONS OF AN APP AT ITS PEAK



- An interface of utilities
- Automates experience
- Brings convenience to life
- More powerful than a pen
- Connects different medias to one central hub
- List goes on...

325
BILLION+
DOWNLOADS IN 2020



NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

Airlines



68yrs

Automobiles



62yrs

Telephone



50yrs

Electricity



46yrs

Credit Card



28yrs

Television



22yrs

ATM



18yrs

Computer



Cell Phone



Internet



iPods



Youtube



Facebook



Twitter



Pokémon Go



14yrs

12yrs

7yrs

4yrs

4yrs

3yrs

2yrs

19 days



NOW THAT YOU'RE
CONVINCED
TO BUILD APPS



WE NEED TO
KNOW
BDAPPS



WHEN WE THINK OF AN APP

we think

**APPS ARE
JUST FOR
SMART DEVICES!**



REALLY?

what about

THE
MAJORITY OF
POPULATION!

THE
60%



now

AN EXAMPLE OF

THE
100%



ANOTHER EXAMPLE





WITH BDAPPS

Now you

CAN
DEVELOP
APPLICATIONS FOR

THE
100%



Played Any Mobile Game?



EVER
WANTED TO
PAY?



BDApps Just Solved Your Problem!



NOW
YOU & YOUR CUSTOMERS
CAN





WHY WOULD
YOU JOIN
BDAPPS?

LET'S HAVE A LOOK



REGISTRATION FEE

LOCAL CUSTOMER

LOCAL PAYMENT GATEWAY

ANDROID APPLICATION

FEATURE PHONE APPLICATION

TELECOMMUNICATION API

ENTREPRENEURSHIP SKILL

PROMOTIONAL SKILL

JOB CAREER IMPACT

OTHERS

B D APPS

\$ 25 - \$ 100

FREE





LET'S
HAVE A LOOK AT
BDAPPS PROVIDED SOLUTIONS



BDAPPS for Whom

Extending Innovation Capability to



Developers



Non-Developers



Enterprises



Entrepreneurs

What is in BDApps



BD Lite for non developers



BD Pro for developers



BDApps Lite

Create SMS based applications without any coding with in few minutes using built in templates. Easily communicate your message to the right audience.

Templates Available



Alerts



Voting



Contact



Service



BDApps Pro

Easy REST APIs to support your custom development requirements.

APIs available



SMS



USSD



Subscription



CaaS

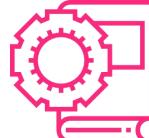


In-App
Purchasing

Developer Support



Simulators



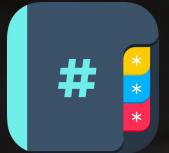
Developer Guides



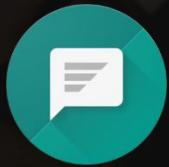
SDK



Sample Applications



USSD



SMS



CaaS

Charging as a Service



Subscription



Android



BDAPPS PROVIDED API SOLUTIONS

1. World's largest taxi company owns no taxi
2. World's most valuable retailer has no inventory
3. Most popular media company creates no content
4. Largest phone company has no telco infrastructure
5. Largest accommodation provider own no real estate
6. Country's largest food chain has no restaurant
7. Country's largest bank has no physical branch

UBER



facebook

skype™

airbnb

foodpanda

bKash



WE HAVE
HOMEGROWN
PRODUCT





**CURRENT
VALUATION OF AN
APPLICATION**

**6000
CRORE BDT**



bKash



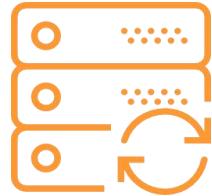
TO GET YOURSELF STARTED



- Have an idea
- Create a Lite/Pro application
- Publish at BDApps store
- Promote your application business
- Start earning
- Collect revenue
- Celebrate!



We Facilitate YOU With



Hosting



Developer
Support

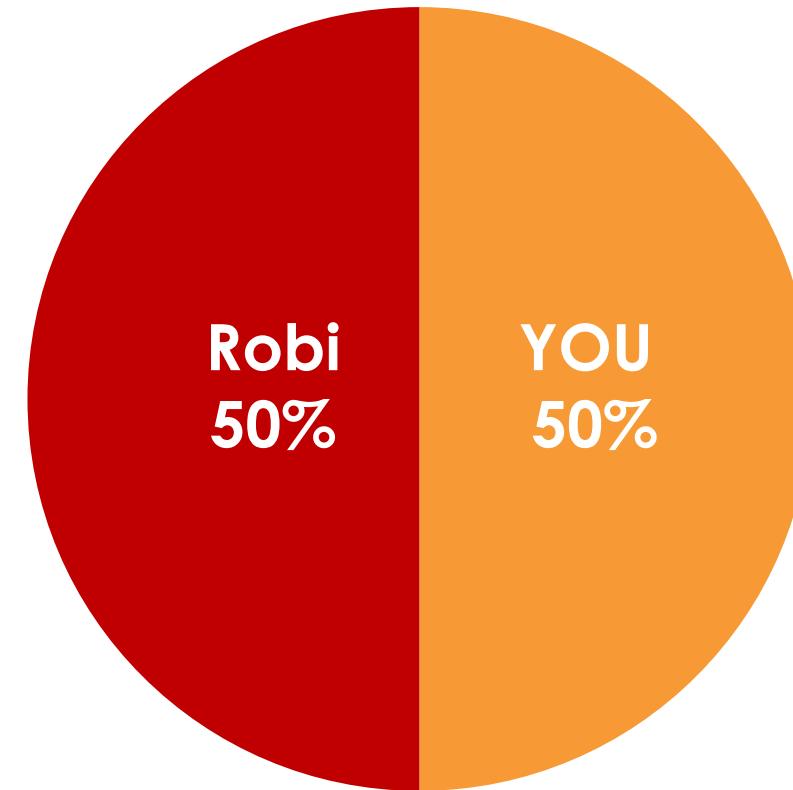


Revenue
Collection &
reconciliation



AppStore for
Downloadable and
non Downloadable
Apps

A Fair Revenue Share



CONVENTIONAL PROMOTIONAL IDEAS

- Digital advertisement
- SMS Marketing
- Print media publications
- Offline marketing through posters and leaflets
- Etc...



FREE

PROMOTIONAL IDEAS

- Facebook profile and page
- A blog with wordpress
- Write articles at open blogs and magazines
- Send your app with press kit to online and print media journalist
- Sponsor good cause through/on your app
- Word of mouth



CONNECT WITH US

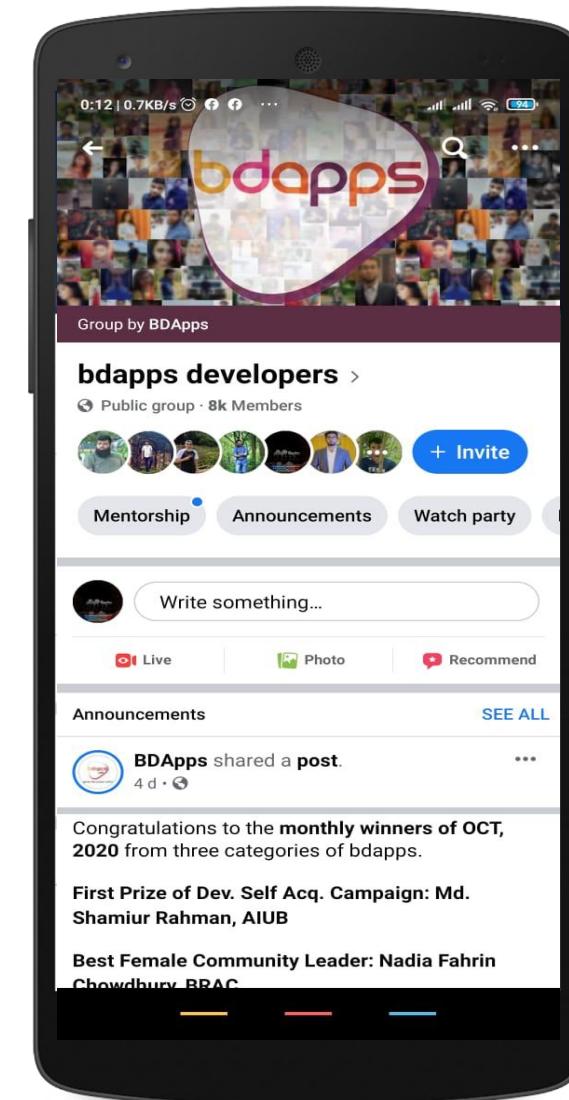


Email Us
support@bdapps.com

Join in FB Developers Group
fb.com/groups/bdappsGroup

YouTube Channel for Tutorials
bit.ly/BDApplYouTube

API Documents
dev.bdapps.com





A BIG thank you!



Samin Yeasir Hasan

Campus Ambassador, Rajshahi
University of Engineering &
Technology, bdapps

 [fb.com/pritam.hasan.7](https://www.facebook.com/pritam.hasan.7)

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