



Overview of Global APP Market Analysis

Qualities that provide the greatest opportunity for an app



One single smartphone app



Google Play Store



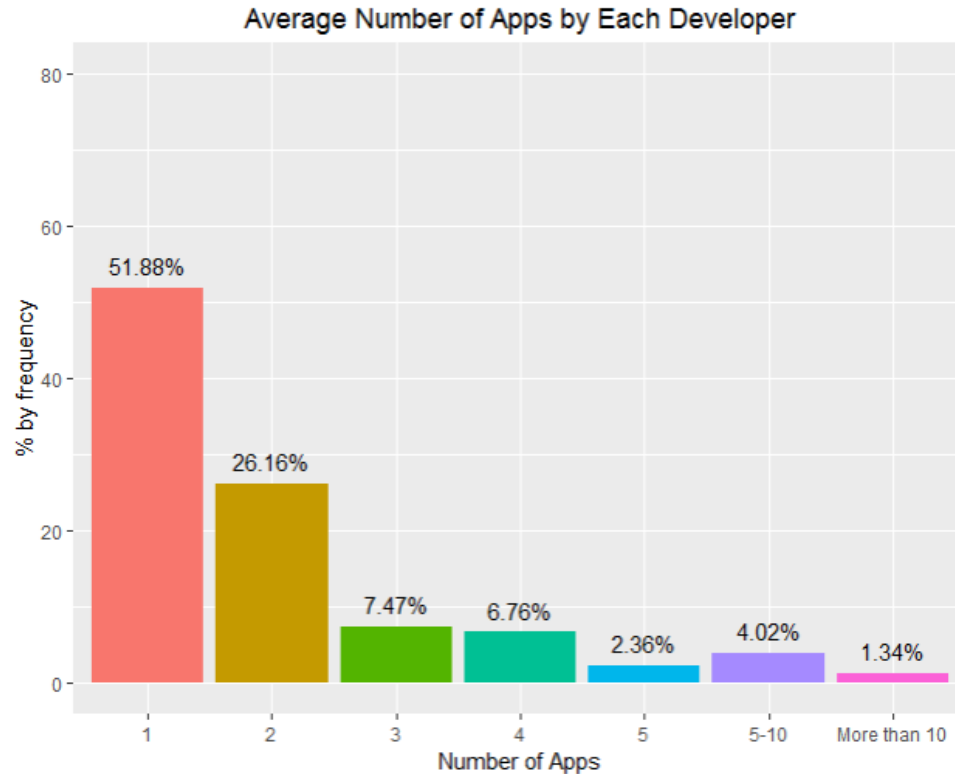
Free



US Market

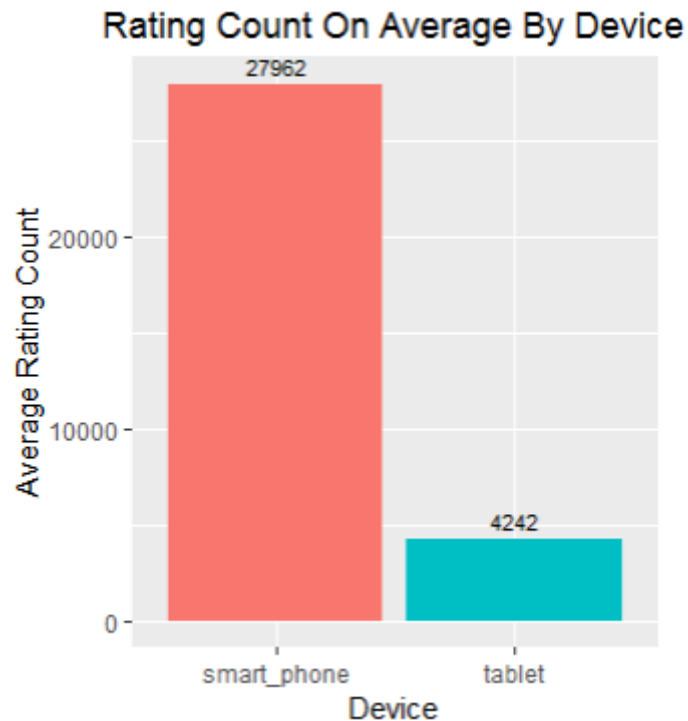
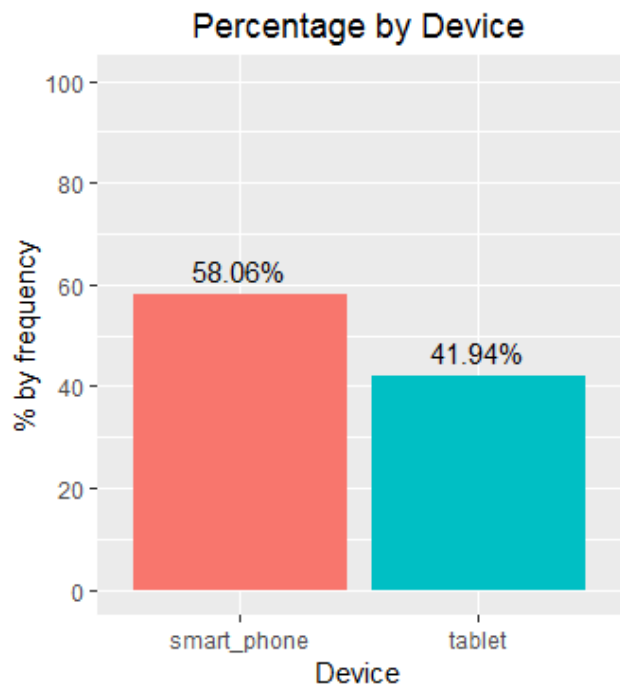


Most developers focus on a single app



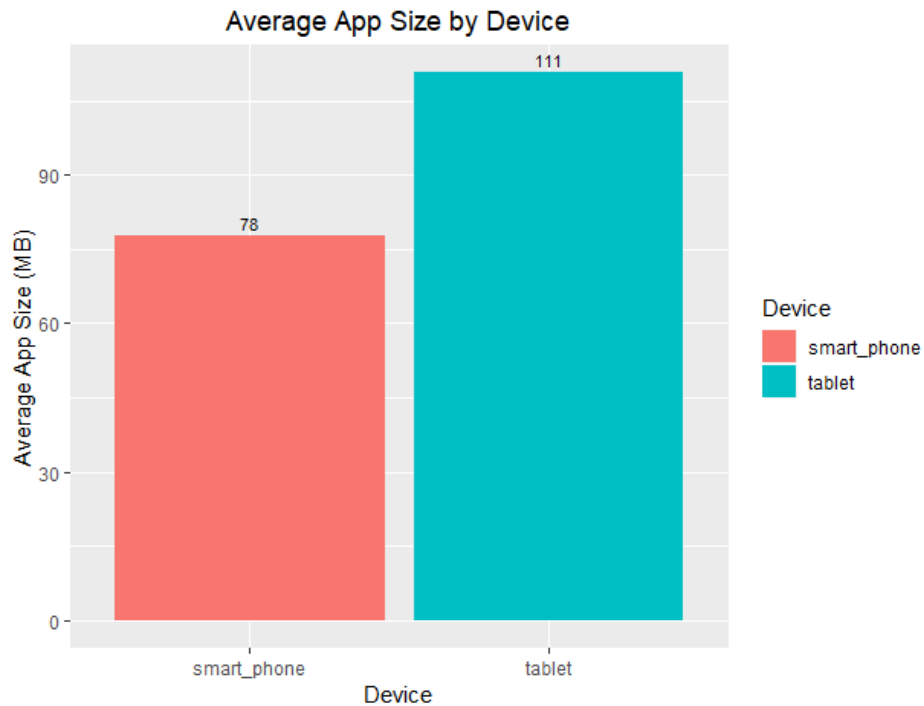


Smartphone users are more engaged





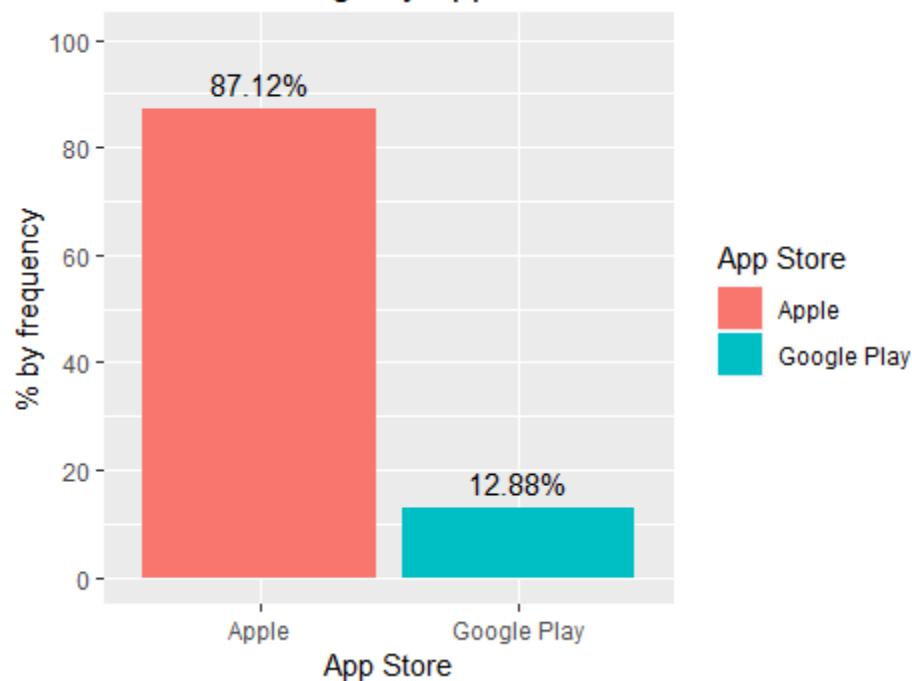
Smartphone apps have less development requirement



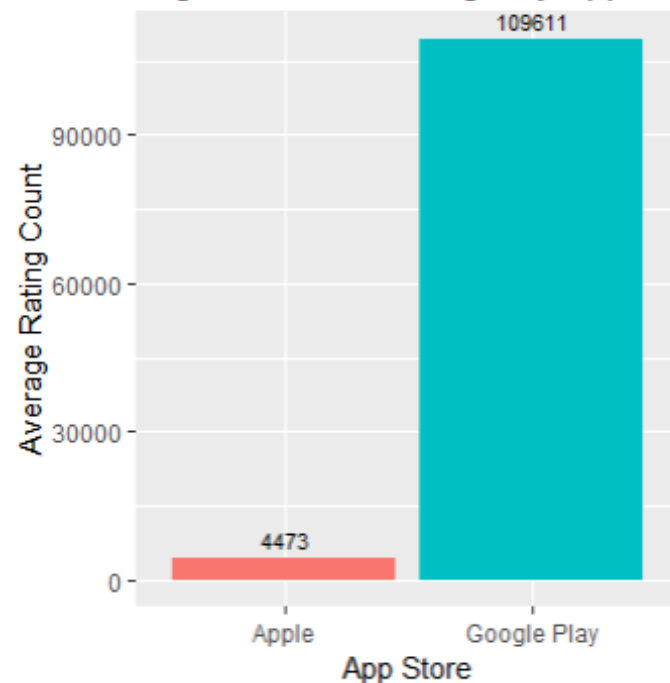


Google provides greater opportunity over Apple

Percentage by App Store

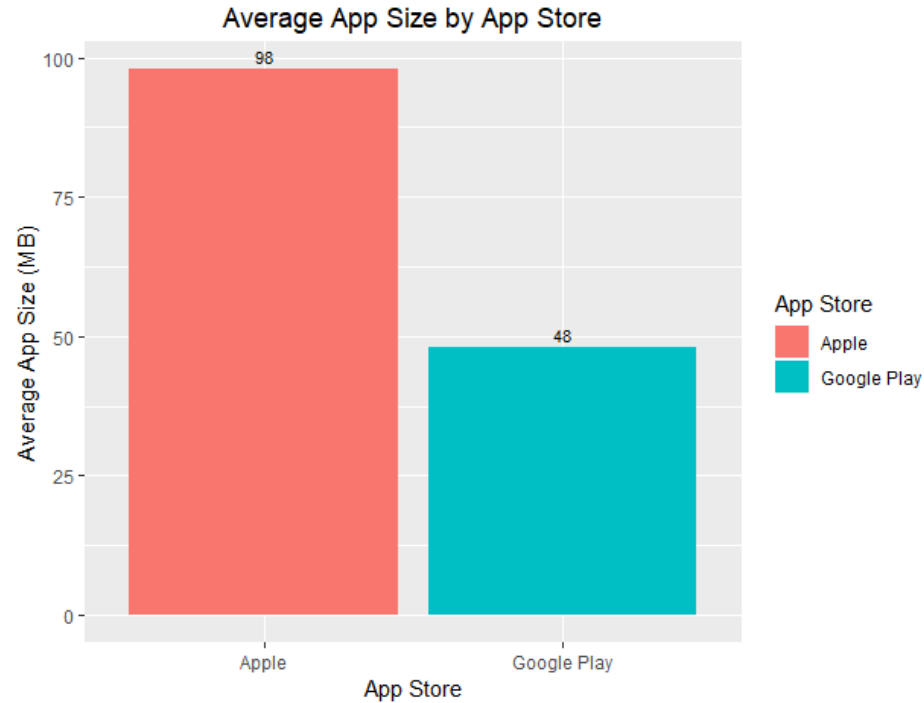


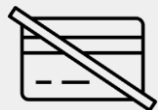
Rating Count On Average By App Store



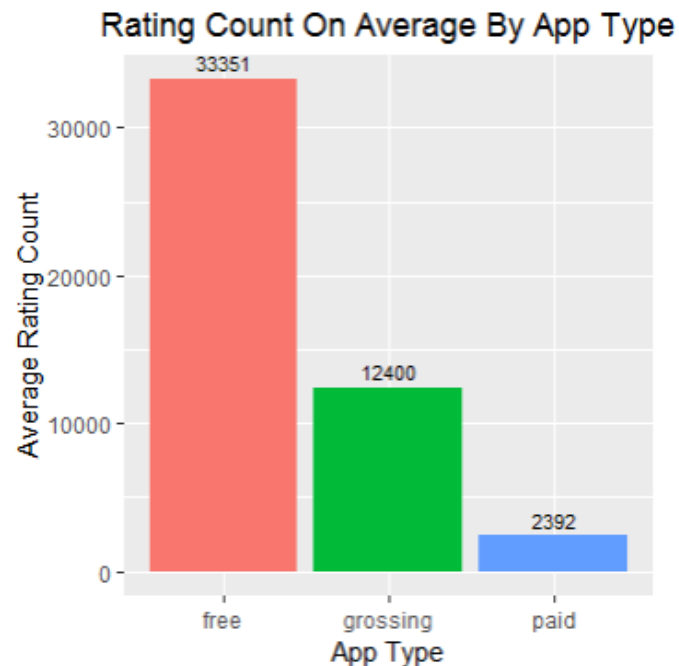
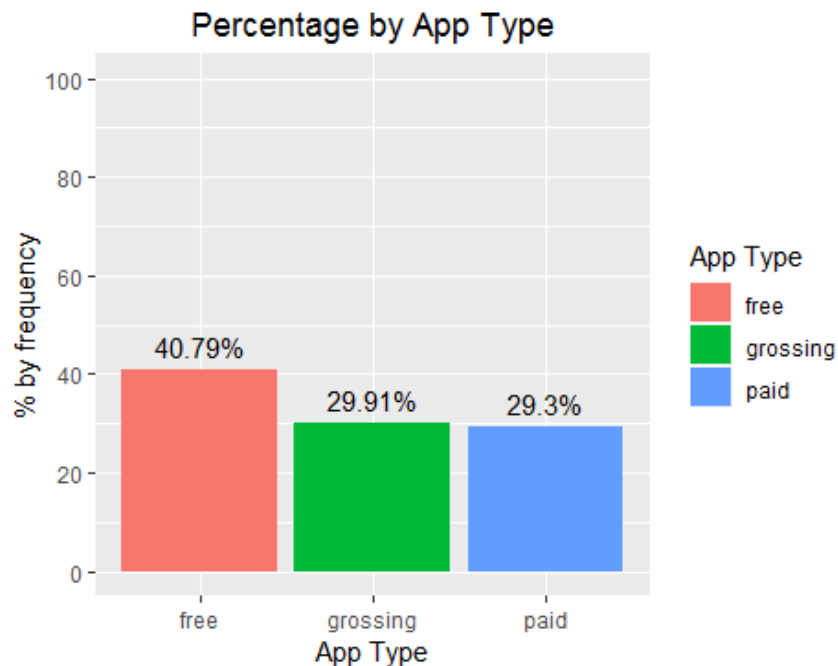


Google Play apps have less development requirement



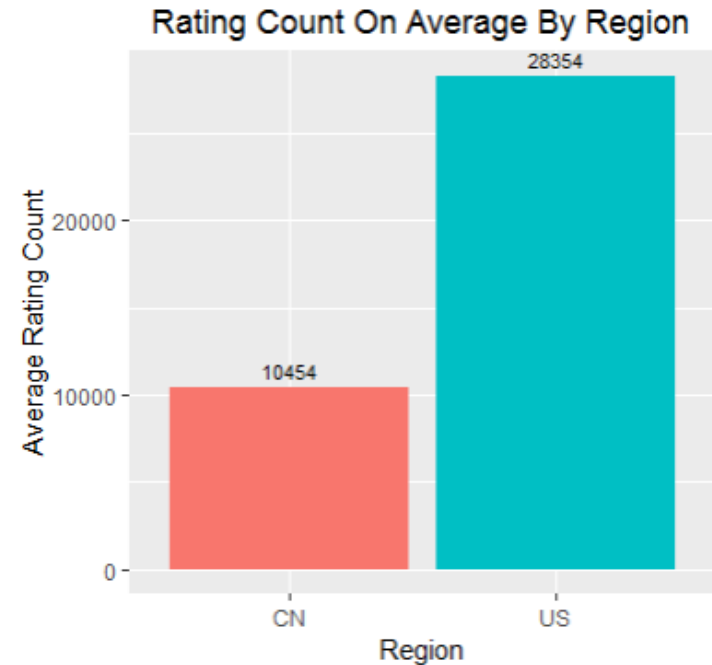
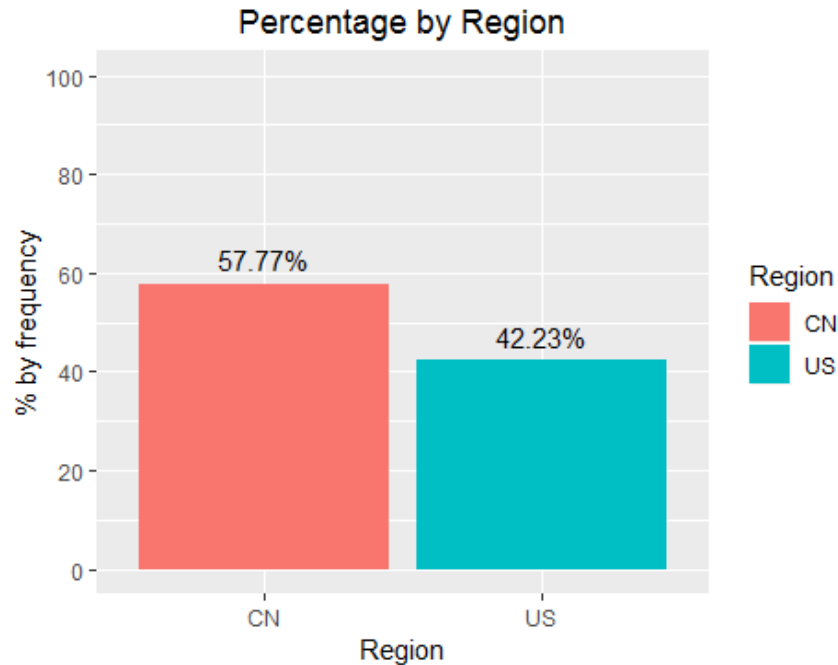


Free apps have greater customer engagement





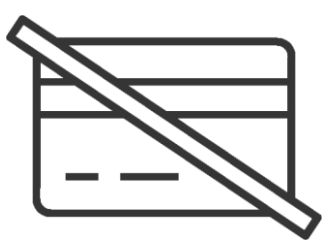
US Market has greater awareness over China



Our Assumptions

- File size is proportional to development complexity
- Rating Count Average is a proxy for customer engagement

Create a free smartphone app on Google Play in US



Google Play

