

Challenges of mobile development today

“To the metal” approaches

- ✓ **High-quality apps**
Platform and system integrations
- ✓ **High-performance UIs**
Native code, GPU accelerated
- ✗ **Must fund two apps**
Two teams, codebases, & investments
- ✗ **Inconsistent brand, features**
Different across devices & OEMs

“Cross platform” approaches

- ✓ **Fast development**
Quick iterations, hot reload
- ✓ **Portability, reach**
Single codebase
- ✗ **Poor Performance**
Slow, jerky, unpredictable
- ✗ **Non-Native Look/Feel**
Users can tell the difference



Fast

Beautiful



Flutter

Productive

Open

