



APP TRADER

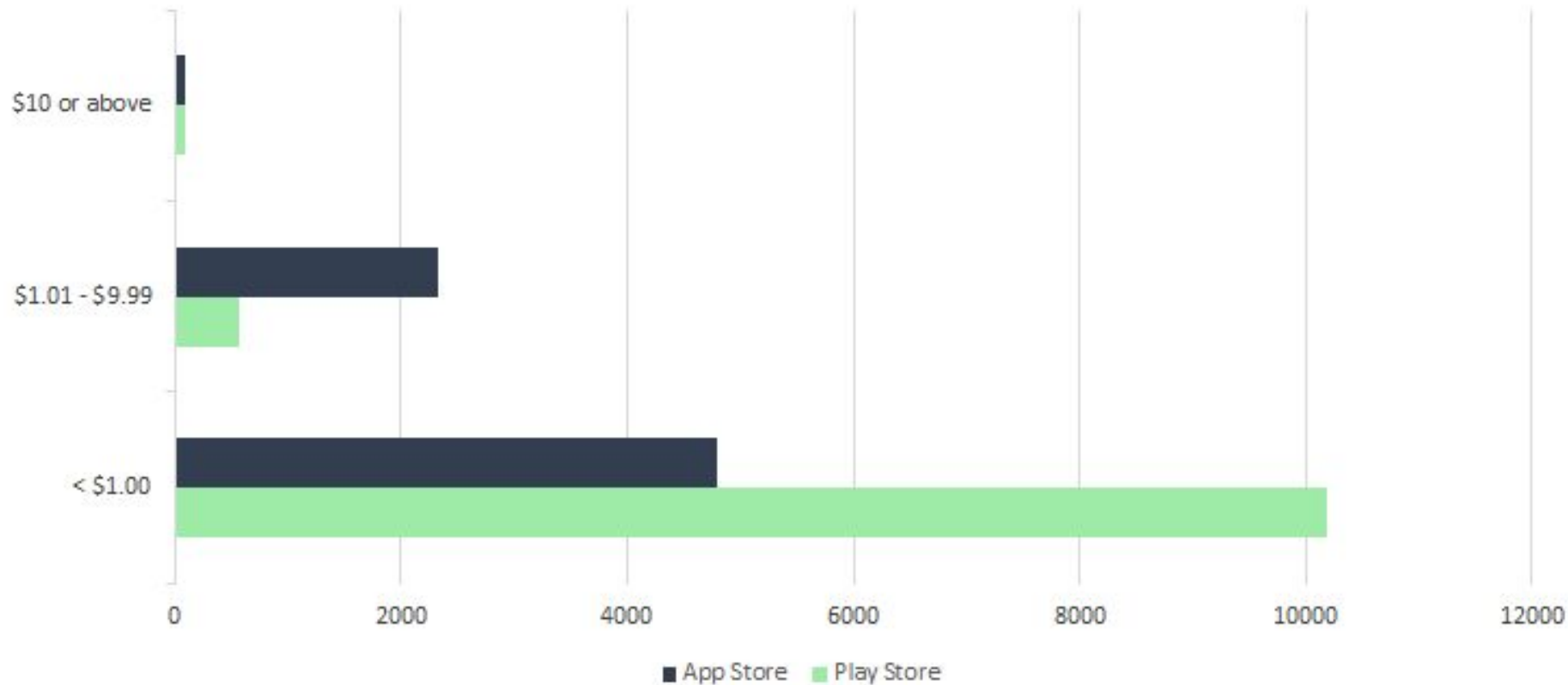


Team Pepsi

Overview

- Introductions
- How did we make our decision?
- Top ten app recommendations
- Why you should invest in these apps
- Conclusion

Number of Apps by Price Range



Recommendation Criteria

- All apps are available in both the App Store and Play Store
 - Allows you to market the apps in both stores for a flat rate of \$1,000/month per app
- All apps cost \$0 - \$1
 - Ensuring you the cheapest initial purchase
- All apps that have a rating of 4.5 or 5 stars
 - Expected to last between 10-11 years

Top Ten Recommendations

● 5 Star Apps

- ASOS
- Domino's Pizza USA
- Egg, Inc.
- Geometry Dash Lite
- PewDiePie's Tuber Simulator
- The Guardian



● 4.5 Star Apps

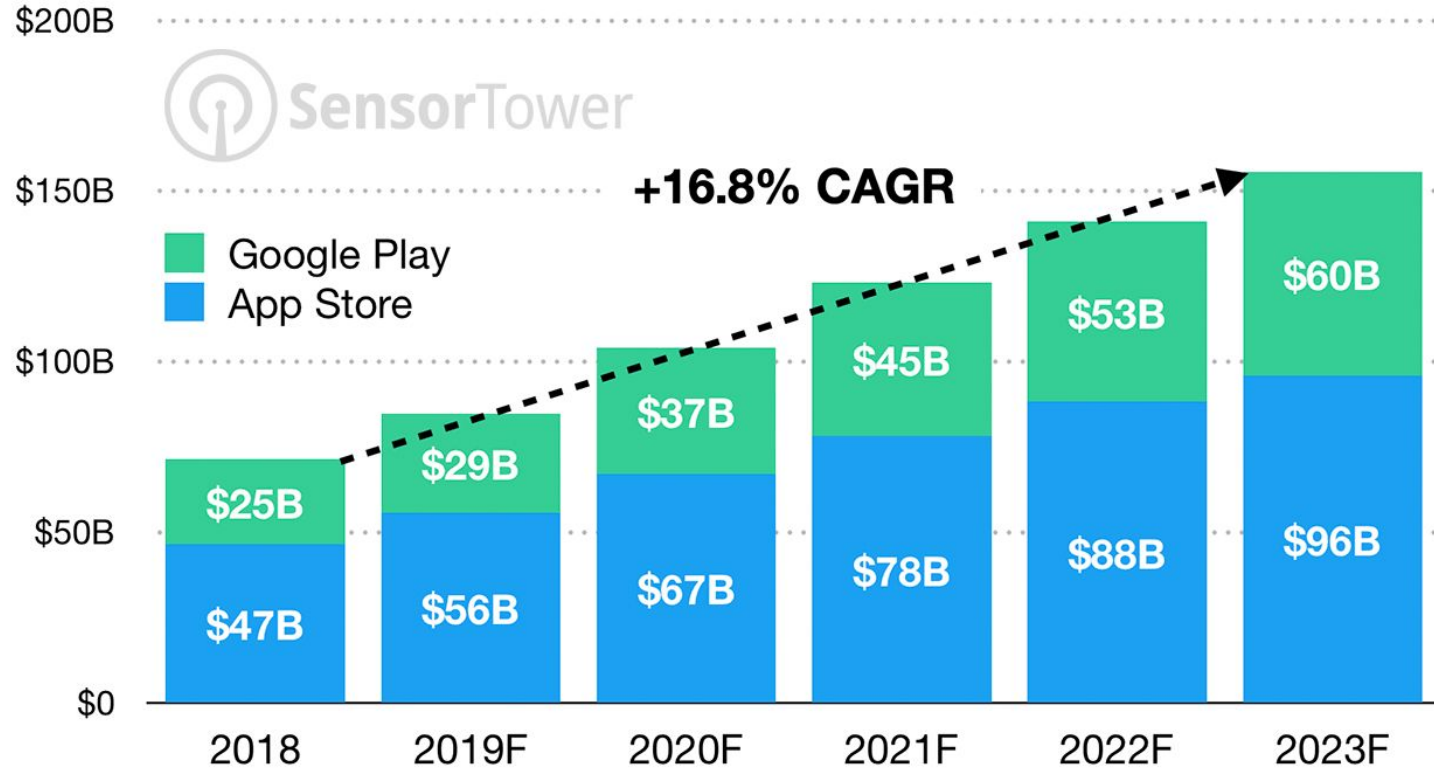
- Door Dash - Food Delivery
- Sonic Dash
- Fishdom
- SimCity BuildIt



The \$\$ Breakdown



Global App Store and Google Play User Spending 2018-2023



Does not reflect spending on third-party Android stores in China.

Source: Sensor Tower Store Intelligence



Conclusion

- How did we make our decision? - By incorporating SQL analysis we decided on the following:
 - App Availability - All apps are available in both the App Store and Play Store
 - Price Range - The most important factor, \$0-1. Allows for a minimum purchase fee per app.
 - Avg Rating - Shows longevity of the app. Life expectancy per/app of 10-11 years.
- Top ten app recommendations -
 - We selected the first 6 with an avg rating of 5 in the app store and the additional 4 had at least a 4.5 rating in both stores.
- Why you should invest in these apps -
 - Our research shows a steady increase in profits yearly.
 - Leading to a profit of 5.18 million at the end of the first decade.