



MOBILE APP
DEVELOPERS' GUIDE

5-STAR APPS

10 Keys to Success

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Learn more about Kii and Kii Cloud, the largest mobile backend platform in the world, at www.kii.com

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HI THERE.

Congrats on getting up the guts to develop your mobile app! It's not easy—I've been there—but the rewards can be huge. And you don't have to go it alone. Inside, you'll find 10 keys to creating apps people love, from how to nail down the right idea to getting your app noticed, and how to keep it from suffering a slow, painful death.

The good news is that your potential customer base is tremendous. By 2015, Gartner predicts 1 billion people will have iPads and 2.5 billion will have smartphones. But with over 775,000 iOS apps in the App Store and more than 800,000 Android apps on Google Play today (likely to hit a million by this summer), competition is fierce.

Don't let it stop you.

Here's the point: You might notice the title of this book is "5-star apps" and not "5 gazillion download apps." That's because success, for us at least, is based on creating mobile experiences people actually want to use day-to-day. That's where traction comes from. If you'd rather be a flash in the pan, stop reading now. This guide isn't for you. Want to get your idea to market without a ton of venture capital funding? Need tips on how to get noticed over apps from well-funded teams? Keep reading.

We've thrown in a few of those \$1 million app success stories for good measure, too. They're a big part of what makes mobile app development so fun. They also have a lot to teach us about what works and what doesn't.

I hope you get a lot out of it.

Chris Beauchamp

Kii Platform Evangelist

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1 YOUR HEAD STARTUP

“There are great ideas undiscovered, breakthroughs available to those who can remove one of the truth’s protective layers.” - Neil Armstrong

More than 40 billion apps—that’s billion, with a “b”—have been downloaded from the App Store since it opened. Every single one started as an idea. The great thing is, there’s no such thing as a bad idea in app world. Absurd (iFart), useful (Triplt) or somewhere in between (Shazam), there’s a market for just about anything you can imagine.

Your mission, if you choose to accept it, is to figure out what’s missing. Ask:

- **What the heck is my problem?** Try to solve it for yourself. Where is there inefficiency in your workflow or social life? How can you make it better? Your idea may morph into something completely different, but this is a great place to start.
- **What do I enjoy?** Would your talent, hobby or current obsession make a good app? This is how we got ocarina and guitar apps and photography apps in all their various flavors.

- **Am I looking at the small picture?** Larger development teams with a lot of funding can tackle larger inefficiencies in the market. For small dev teams and entrepreneurs, the key is to concentrate on a small, focused idea.

Somewhere in this process you’ll feel like you’re up against a brick wall. In the past year or so, the science of creativity has provided some insights to help you break out of your creative rut.

- **Be antisocial.** In her book *Quiet*, Susan Cain champions introverts, reminding us we’re more creative as individuals. Even if you’re a fan of “GroupThink,” start with your own ideas before asking others to chime in. Then you can throw ideas against the wall to see what sticks.
- **Jot down ideas while you’re tired.** A study by Mareike Wieth and Rose Zacks at Albion College found night owls are better at solving insight-based problems in the morning while early birds do better

in the afternoon. When you're alert, your brain concentrates on finding solutions to problems in a very direct way. Your mind isn't as sharp when you're sleepy and that's incredibly good for creativity. Unexpected thoughts and connections come when you're less focused and let your mind wander.

- **Chill out.** Harvard University researcher and psychologist Shelley H. Carson, author of *The Creative Brain*, says distraction may be just the thing to help your mind shift gears. Additionally, neuroscientist Dr. Alice Flaherty (among others) sees dopamine production as an ingredient to creativity. What does that mean for you? Exercise. Take a shower. Listen to music. Go on a drive. Relax and see what surfaces.
- **Have a beer.** Drinking, in moderation, was shown to boost creativity in Jennifer Wiley's lab at the University of Illinois at Chicago. Research participants were better at solving tricky word problems with a blood alcohol level of .075. (Use common sense with this one: Be of legal drinking age, drink responsibly and don't drink and drive.)

Inspiration can strike anywhere—in a dream or in the shower, coming from something you're crazy about or out of sheer frustration. One thing's certain: The best ideas come from personal experience, and that's good. You're going to be working on this for a while, so you might as well love what you're doing.

STROKES OF BRILLIANCE

Did you know Fruit Ninja came out of Halfbrick Fridays? Held a few times a year, Halfbrick Studios invites everyone in the company, from art to accounting, to brainstorm ideas in small groups of 5. Someone thought it would be great to blow off steam as a ninja and now we can all delight in deliciously fun fruit slashing.

THE BIG GUYS DO IT, TOO

When Coca-Cola sales reps were spending most of their time analyzing displays, they knew something was off. Now they use iPhones to take photos, which an app sends to a vendor for overnight analysis. Coke's system then generates reports and new objectives for subsequent visits, sent directly to reps' iPhones. The results: Less inefficiency, more sales calls and more sales.

2 OBSERVE APPS IN THE WILD

“Seek first to understand, then to be understood.”

- Stephen Covey

You proudly announce, “I have a great idea for an app and nobody’s ever done it!” Then a well-meaning friend takes the wind out of your sails with a nonchalant, “I’ve seen it before.” **Don’t be discouraged.** Inevitably, someone will have an idea similar to yours, and that’s okay.

Truth is, you don’t have to make a completely unique app, but it is essential to put your unique spin on things. You’ll want to figure out how your app will be different or better, how it will fill a void and fit into the marketplace.

The only way to do that is to check out the competition. Here’s how:

1. Visit the Apple App Store and Google Play.
2. Search for apps similar to the one you want to make.
3. Take notes.
4. Download and use popular apps to see how they work.
5. Take more notes.

For each app, document:

- App name
- Developer
- Price
- Category
- Popular terms (you may want to include them in your app description)
- Average rating
- Number of user reviews
- What users like
- What users dislike
- Suggestions by users
- Your own thoughts

Tip: Use a spreadsheet so you can compare apps side-by-side.

At the end of the day, you'll want a solid list of who has the high reviews and low reviews. Look for mistakes, glitches, and complaints that seem to come up time and again and make it a point to avoid them. For each app, look at your competitor's particular use case and think about how your app will be different. You'll be surprised at how fast your idea evolves.

Remember, it's okay if a lot of other people seem to be doing the exact same thing you want to do. Take your core idea, do it differently than anybody else, and keep pivoting. You never know where you'll end up.

RETRO GOES SOCIAL

Kevin Systrom didn't try to reinvent the wheel with Instagram, but he did try to reinvent Foursquare first. Check-in app Burbn had plenty of funding, but Systrom and engineer Mike Krieger felt it was bloated with too many features. They also observed beta testers were only using Burbn to share, like, and comment on photos. The partners decided to pivot and start from scratch, focusing on doing one thing well. Users fell in love with their new stripped-down photo-sharing app and its retro filters. Simple, well executed, and easy to use, Instagram was an instant hit. It eventually sold to Facebook for \$1 billion in cash and stock.

3 FOCUS

“People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are.” - Steve Jobs

Google has search, Amazon has online shopping and Subway has healthy sandwiches. What they have in common with other big brands, successful little brands and all the best mobile apps is focus. Over time, offerings may increase, but at their core, each is known for doing one thing very, very well. Innovation comes through constant improvement and evolution.

Figuring out where to focus takes trial and error. You’re going to need an MVP strategy. No, sports fans, not Most Valuable Player. In this case MVP stands for Minimum Viable Product. It’s a hot term right now, made popular

by Eric Ries, father of the Lean Startup and one that’s invaluable for mobile app developers. Basically, it’s what will get your app into app stores and users’ hands as quickly as possible.

1. Get a product or feature to market, in its most minimum viable form.
2. Find out how it does in the market.
3. Iterate based on what customers really want.

With your market research in hand, you already have a nice head start in figuring out what users love and hate. (Aren’t you glad you did your homework?) To create the smallest, most targeted application that you can while still giving users a strong value proposition:

1. Start on a very, very small portion of your idea.
2. Put all your effort into doing that small thing better than anyone else.
3. See what customers think. This is as much about discovering what they don’t like as what they do. So, check your ego at the door, be prepared for harsh criticisms and learn as much as you can without getting defensive.
4. Pivot and iterate based on market response.
5. Repeat steps 1–3.
6. Reiterate.
7. Start to expand, one feature at a time.

When your product is small and targeted, it's much easier to manage your project, make your app a reality and respond rapidly based on your customer (and your) desires.

Little ideas are the big ideas

Customer input and perspectives help your idea evolve. If the idea is small and focused enough, it happens fast.



KEEP IT SIMPLE

Keith Shepherd and Natalia Luckyanov, the husband and wife team who founded Imangi Studios, had a simple goal: create a fun, easy-to-play game. You can't argue with their results. Temple Run was downloaded for iOS more than 75 million times in 2012.

4 KILLER USER EXPERIENCE

People love to feel good and want to have positive experiences time and again. It's why we scream for ice cream, check Facebook incessantly and spend what many consider an unhealthy amount of time playing Bejeweled. The user experience, not user interface, becomes addictive and builds customer loyalty.

Designers and UX pros are rolling their eyes, saying "duh" right now, but the point isn't as obvious as it seems. The best engineer in the world could write the cleanest, most nimble code, and still not attract users. Talented art directors can create pixel-perfect screens with zero results. Yes, hiring both would be nice, but they're not the complete solution. Attention to detail at every step is.

"Create experiences that leave you in awe, for these will be the highlights of your life." - Ryan Blair

Remember your market research. Go back and take a close look at which apps you really liked and why they stuck with you. Bring up the glitch list and carefully avoid those pitfalls. Now look at your app and ask:

- Do the views flow well together?
- When a user presses a button, what's the reaction?
- How long does each action take? Can it be faster?
- Is there anything that could be easier to use? A gesture instead of a button?
- Does it meet all of the App Store requirements? (Study the submission guidelines.)
- What's the file size? (Anything over 20MB will require Wi-Fi, which can affect download rates.)

Before you a launch, test and fix any bugs you experience. Customers will abandon a clunky interface or move onto a competitor the second they hit a roadblock. Worst of all, they may give your app negative reviews.

Five-star ratings give you more exposure and traction than paid advertising, and carry a lot more weight. According to an October 2012 Ipsos study, 78% of internet users are influenced by ratings and reviews. Plus, apps with higher feedback typically have better download rates. Simply put, your user experience is your reputation, so it's worth the time to do it right.

FEND OFF FADS

One day it seemed like everyone was playing Draw Something. A few weeks later, interest in the Pictionary-style social game fizzled. Deeper updates and more dynamic gameplay could've kept the novelty from wearing off. Regardless, Zynga, which bought developer OMGPOP at the height of the game's popularity, moved ahead with Draw Something 2. The sequel added thousands of words for users to draw and guess, the ability to save pictures, and "free draw" for sketching without a contest, among other features, in hopes of bringing back users. But many believe, "once a fad, always a fad."

5 iOS OR BUST

“The talent is in the choices.”

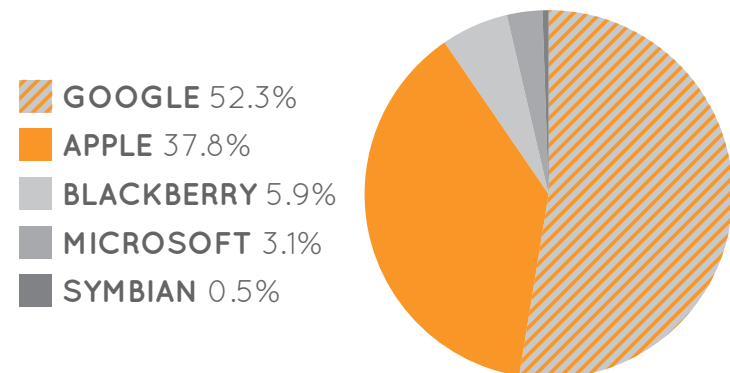
-Robert De Niro

Android or iOS? Together they dominate nearly 90% of the US market, and the great platform debate has sparked too many flame wars to count. You're not going to like this, but as a mobile app developer working alone or with a small team, your personal preference is probably irrelevant. We'll go as far as to put a stake in the ground: Start with iOS.

Before you say anything, hear us out. Right now, it's easier to design for iOS and there are fewer barriers to distribution. Less fragmentation keeps your budget in check because the number of devices, configurations and operating systems to test is much more manageable. Costs vary depending on who you talk to, but on average, expect to spend about 20% more time building an Android app than its iPhone counterpart.

Mobile device revenue is also higher on iOS. ABI research predicts 65% in 2013 compared to 27% for Android and 8% for other mobile platforms. Turns out affluent folks love i-things. A recent study from Spectrem Group found users making over \$100,000 preferred the iPhone and iPad to other phones and tablets. And it doesn't hurt that iTunes seamlessly supports credit card sales with one-click purchases.

Your team may have other thoughts, but as a general rule, it's smart to start with iOS and then branch out when your app gains some popularity. The Android market is just too rich. According to Apple, you can choose from more than 775,000 iOS apps in the App Store vs. 800,000 Android apps on Google Play, which is on track to hit a million apps this summer per estimates from The Sociable. The numbers make sense—Google owns more than half the mobile platform market. Here's the breakdown from comScore for January 2013:



Certainly, the advice will change. The app development landscape is shifting and shifting fast. Smart developers know the inefficiencies of creating Android apps in a fragmented market and are hard at work on a fix. Once you can test on every OS, device and configuration virtually, Android development will take fewer resources, cost less and become much more attractive to small dev teams.

But what about HTML5, you say? Device fragmentation isn't an issue and we all dream of the day when mobile site and app experiences will be one in the same. In fact, Gartner even predicts more than half of all mobile apps will be HTML5/ native hybrid apps by 2016. But it's not ready for primetime. If you're starting out, stick with iOS and then Android—at least for now.

92% OF THE REVENUE



67%
iOS



27%
Android

MAKING OVER \$100K/YEAR



46%
iPhone



34%
Android

6 SKIP THE PAIN IN YOUR BACKEND

Developers are busy perfecting the user experience and interface, innovating new features and building out ideas to the fullest. Suddenly they realize all the information users will be creating and sharing needs to go someplace. It'll vary from app to app, but for most, you'll want to:

- Manage and store user information
 - » Registration/authentication
 - » Account management
 - » User profiles
- Store, retrieve and manage application data
 - » Game scores
 - » News or social items
 - » Pictures, sounds and other files
- Track user and app behavior

“Don't let what you can't do stop you from doing what you can do.” - John Wooden

The choices are servers or cloud infrastructure. We vote cloud, and not just because it's our business. Building an app is hard enough. Building a scalable server behind it is a completely new challenge. With a Mobile-Backend-as-a-Service (MBaaS) such as Kii Cloud, Parse, Kinvey, or StackMob, you don't need to worry about it. Plug in the SDK and you've got a scalable backend in a matter of minutes. Presto! You have more time and resources to devote to your app.

Over the past few years, some great Platform-as-a-Services (PaaS) options such as Amazon AWS (specifically Elastic Beanstalk) and Heroku have emerged to help ease the workload and expense for developers. By virtualizing servers, developers spend less time spinning up a backend, scaling to manage increased traffic and deploying to various environments. But with PaaS, developers still have to write and rewrite server code, test, iterate and know how to scale.

MBaaS takes away the need for servers altogether. By building common functionality into client-side SDKs, it's quick and easy to implement features like user registration, authentication, object and file storage, and

more. (For example, all these features come packed into Kii's native SDKs out-of-the-box as only a few lines of code.)

Our advice: Let your MBaaS handle your cloud, scaling and infrastructure so you can keep working on your idea and user experience.

Managing Servers



PaaS



MBaaS



Really want to DIY?

At the bare minimum most apps need:

- One or more databases
- One or more servers
- Load balancer(s) to handle traffic
- Server-side code to define logic and handle methods
- Engineering manpower to handle the workload

Not so bad—until you look at what else you need to do on the backend:

- Pick a stack (PHP, Rails, Node, SQL, Mongo, etc)
- Hire server engineer(s)
- Choose a hosting provider such as Amazon or Rackspace
- Write the server code, test, iterate, iterate, iterate...
- Upload the code to a staging server and test in the environment
- Move the code to a production environment
- Set up load balancers and servers to handle traffic

Spoiler alert! The process is no fun, extremely expensive and time-consuming, even to spin up a fairly simple backend.

7 DON'T GET GREEDY

“What’s money? A man is a success if he gets up in the morning and goes to bed at night and in between does what he wants to do.” - Bob Dylan

Admit it: You love free stuff. We all do. People poking around various app stores are no different—nothing beats free. A price tag may even deter customers from downloading your app, even if it’s as low as \$2.99 or 99¢. That’s something you can’t afford while you’re trying to build a user base and gain traction in the market. It’s the reason we recommend keeping your app free for as long as possible.

Traction is one of the most important elements of App Store success, and one of the most difficult to earn. What you get out of a completely free app is invaluable: opportunities to directly engage users in conversations, to solicit honest feedback and to nurture meaningful relationships, growing customer loyalty. When you and your customers are happy with your app, think about how to monetize. Popular pricing models include:

Freemium. This is the ever-popular app/app lite model. Offer a free basic version and upsell premium features in a paid version with lots of whistles and bells. We don’t

love this because it requires maintaining separate, fully functional apps. However, it can work well for games where users want access to increasingly complex levels. The tricky part is making the basic app so awesome people use and talk about it, but not so great that they don’t move upstream.

Paid/ premium. Set a market price and call it a day. A lot of apps rise in the charts when their developers slash prices and undercut competitors. Or, if your app fills a special need, you can charge a premium. But be sure to explain all the unique benefits of your app in its description so you get the most takers.

In-app purchases. Sell content (magazines, game characters, artwork, themes, etc.), functionality (new game levels, expanded features), a one-time service, or subscription (newspaper, GPS, mobile streaming access). People are more likely to buy if your app is free.

In-app advertising. Try to select ads that are non-intrusive and well integrated into your app's design. Users are forgiving of a few ads in free apps. They expect an ad-free environment in paid apps as a premium perk.

In February 2013, 71% of iPhone app revenue came from freemium in-app purchases, according to analysis firm Distimo. Just 24% came from paid applications and the remaining 5% from in-app purchases from paid applications. Free is sounding better and better, right?

Your MBaaS will typically have SDKs to optimize revenue for your app. For example, Kii has native Ads SDKs that optimize global ad revenue thru mediation across several ad networks or even direct ads, to make it easy.

MORE FREEMIUM FLAVOR

To some developers, deciding which premium app features won't make it to a lite version feels like Sophie's Choice. Dropbox and Evernote got around the decision by offering free apps as robust and cool as premium. The difference? Storage. If you want a larger upload limit per month, pony up.

ABI Research predicts mobile apps will generate \$25 billion in revenue in 2013, climbing to \$98 billion by 2018.

8 LET'S REITERATE

“An object at rest tends to stay at rest. An object in motion tends to stay in motion.” - Isaac Newton

Like nervous parents proudly sending their teenager on a first solo drive, there will come a time when you need to let go, release your app into the real world and see what happens. You can spend days, weeks, months tweaking until you think your app is just right, only to find out people hate it. Tunnel vision only gets you so far—your app simply won't get any better if you continue working in a vacuum. A much better strategy is to iterate fast and often based on what's resonating with customers.

Stale apps quickly drift in the rankings and fade into obscurity, becoming increasingly hard to find. Iteration is the absolute best way to stay competitive. Learn how people interact with your app, find out what they love (and hate) and improve with each release. When you start small and focus on doing one thing really, really well, iteration is easier—with a higher payoff.

Once you're confident your app is stable, run, don't walk, to the App Store. Besides your app, have the following ready:

- **A name.** Make it part of your brand. What if Angry Birds was named Catapult or Bird Fling? Not as catchy.
- **Keywords.** You have about 100 characters, so choose them carefully. There's no need to repeat words that are in your app name since it's already part of your meta data. No need for spaces between commas either.
- **Product description.** Tell users what to expect using the right keywords for your app and category. If writing isn't your thing, do it anyway. It's App Store suicide not to write a product description. It's what convinces users who've tapped into your app to download and is indexed by search engines, helping to bring more customers from the internet.

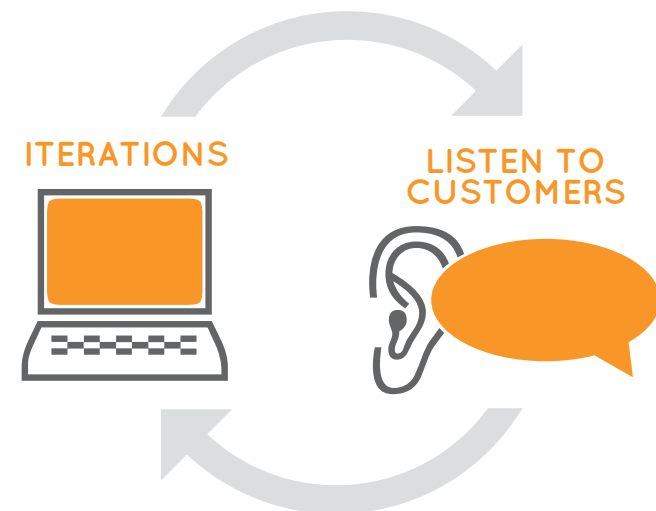
- **Your product description is not for tech support.** It's for marketing, so stay focused on why the user should download your app, confirm your price or offer a deal and call out core features (without getting technical). Let people know how to contact you, including links to your website, Facebook, Twitter, or YouTube. Always remind users to rate and review your app.
- **Screenshots.** A picture says a thousand words, so choose the most compelling screens showing what makes your app so awesome.

Don't worry about perfecting any of these things. You can—and should—refine your keywords, description and even app name depending on what customers like as part of the iteration process. If you're getting any glowing press coverage, reviews or awards, be sure to add them to your product description.

Let's take a step back for a second. Before you get into the App Store, you need to get through the submission process. Although it's automated, you can do a few things to stand out.

- Read submission guidelines and follow them carefully. Create a pre-launch checklist and run through it to ensure you have your bases covered.
- Keep version numbers, "beta" and "preview" out of your app name. They say your app is unfinished and send a red flag. The actual version number you provide must be 1.0 or higher as well.

- Choose the right screens. Show the best of what your app has to offer, rather than linear flows. A login screen would have to be really spectacular to grab someone's attention.
- Write a personal message in the release notes highlighting what sets your app apart. For example, how your app does things differently, what new APIs you used, etc.



If you do get rejected the first time out, don't panic. Apps get dinged for hundreds of reasons and the explanations can sometimes seem vague. A few things to look for:

- Go through your checklist again. Is everything copacetic?
- Is all non-user data marked with a “do not backup” attribute or in a cache storage location? (Apple reserves iCloud for user data.)
- Are other platforms mentioned? Make it seem like the platform you're on is your one and only.
- Are you accepting outside payments? Stop. To protect customers from fraud, Apple requires digital content be sold through iTunes.
- How long is the load time? Speed up anything over 5 seconds.
- Is the app crashing? Stabilize it. When users deny permissions? It has to work anyway, so make sure it does.
- Are buttons and other UI elements consistent?
- Are the logos and trademarks you're using all your own or clearly used with permission?

If you're unsure of what the issue is, ask. As frustrating as it may be, stay calm, go back, fix any issues and resubmit. You'll get there.

WHAT'S IN A NAME?

Photo-protection app KeepSafe is continually optimizing its keywords to get the best ranking. Its name has even changed to better reflect what resonates with customers. These tactics helped propel KeepSafe to 5-star ratings and 10 million downloads.

9 PLAY THE NUMBERS GAME

“It is a capital mistake to theorize before one has data. One begins to twist facts to suit theories, instead of theories to suit facts.” -Sir Arthur Conan Doyle

Adoring customers will shout your praises from the rooftops while others will use it, beat it up and throw it away. You can learn a lot from both types with a powerful analytics tool (or two). And by discovering what's great and not so great about your live application, you can figure out where to move next. By pivoting to better suit their needs, you gain more traction and more users.

Since the market is going to decide how well your app does, start by looking at in-app feedback, and check back in frequently. People vocal enough to leave reviews don't hold much back. The good news is, when you fix things skeptics are asking for, you usually win them over. They may even be willing to share the app socially once you show you're paying attention. The exposure is pure gold.

Next, fire up your mobile app analytics. The goal is to get a better understanding of the intangibles of how users interact with your app: how each click or action makes them feel, where they're dropping off, when they're using it and where they're using it. Are they completing desired actions? What unique steps are they taking?

Be sure to look at who's sharing your app socially. Thank them and start up a conversation. Word of mouth is a powerful tool that'll build your following quickly and organically.

Armed with your newfound insights, plan your next steps for updates and improvements based on real data, not speculation.

MOBILE APP ANALYTICS CHECKLIST

CRUNCH THE NUMBERS

Here are some key metrics to consider.

- Downloads and installs
- Activation
- Location
- How long users use your app
- How often users use your app
- Devices used
- Screens viewed in a typical visit
- Button clicks, video plays or other actions
- Crashes

Of course, the best insights come from looking at user behaviors specific to your app. A good analytics tool will help you look beyond generic numbers and visualize data in different ways. For example, Kii Analytics is a fully customizable in-app analytics solution that lets you define your own metrics. (You're welcome.)

10 SELF-PROMOTION, AND LOTS OF IT

With the right keywords, description and user experience, and a cycle of iteration, apps get a good deal of organic traction. Hedge your bets with a promotional plan to get the word out.

Apps get the most eyes their first two weeks, so act fast—even before you launch.

Engage. Where do your potential customers hang out online? Since you're working on an idea you're passionate about, you're probably active in a few communities already. Start participating more than ever before. The trick is to avoid a blatant product plug. If you're genuine, community members will be willing to help you out as a friend, even if it's just to check out your app and provide feedback. They may even be the first ones to review your app in the App Store.

Pitch. Invite reputable third-party sites to review your app. It's a long-shot, but worth it if you get picked up.

Have your website ready. It should be a valuable resource for your users full of tips and tutorials, FAQs and screenshots. Be sure to include an About Us section so customers can get to know about your business as well as a press release and blog post about your app. Oh, and don't forget the download link.

Tweet it out. Besides your own announcement, follow industry influencers on Twitter and send out a tweet inviting them to check out your app. They may even retweet if you ask nicely.

To boost downloads, look into distribution platforms and third-party app stores.

WHEN PIGS FLY

The success of Angry Birds wasn't a mistake. In 2009, Rovio put a lot of planning to get those flightless birds off the ground, including a well-timed YouTube video and strategic social promotions.

ABOUT KII

YOU MAKE AN AWESOME APP. WE HELP YOU TAKE CARE OF THE REST.

With Kii, you're more than a customer. You're our partner. We work with you to maximize revenue, gain global distribution and turn your app into a full-fledged business.

Kii Cloud technology has powered mobile telecommunications companies in Japan and China for years. Our scalable, reliable Mobile Backend-as-a-Service (MBaaS) is carrier-grade and tested, and now available to everyone! Check it out for free at developer.kii.com and get SDKs to build your cloud-connected application—without having to build or maintain servers or databases.

Unlike the other MBaaS companies out there today, we are invested in your success. Beyond the technology platform we offer, we have the tools, services and relationships to help you distribute your app globally — with a particular emphasis on Asia-Pacific. China alone is the world's largest Android market; more than

50% of the population now own handsets using the Android OS, and adoption is growing rapidly. Kii has a uniquely vast set of established relationships with handset manufacturers, carriers and app marketplaces in China and other Asian markets to help you tap into this potential.

We also know you can't build a company without funding. That's why Kii Capital invests exclusively in mobile consumer apps with demonstrated user traction. We provide access to Kii's global distribution channels, localization, and technology to scale companies. We've partnered with a fund whose management has deep mobile industry expertise and focus.



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