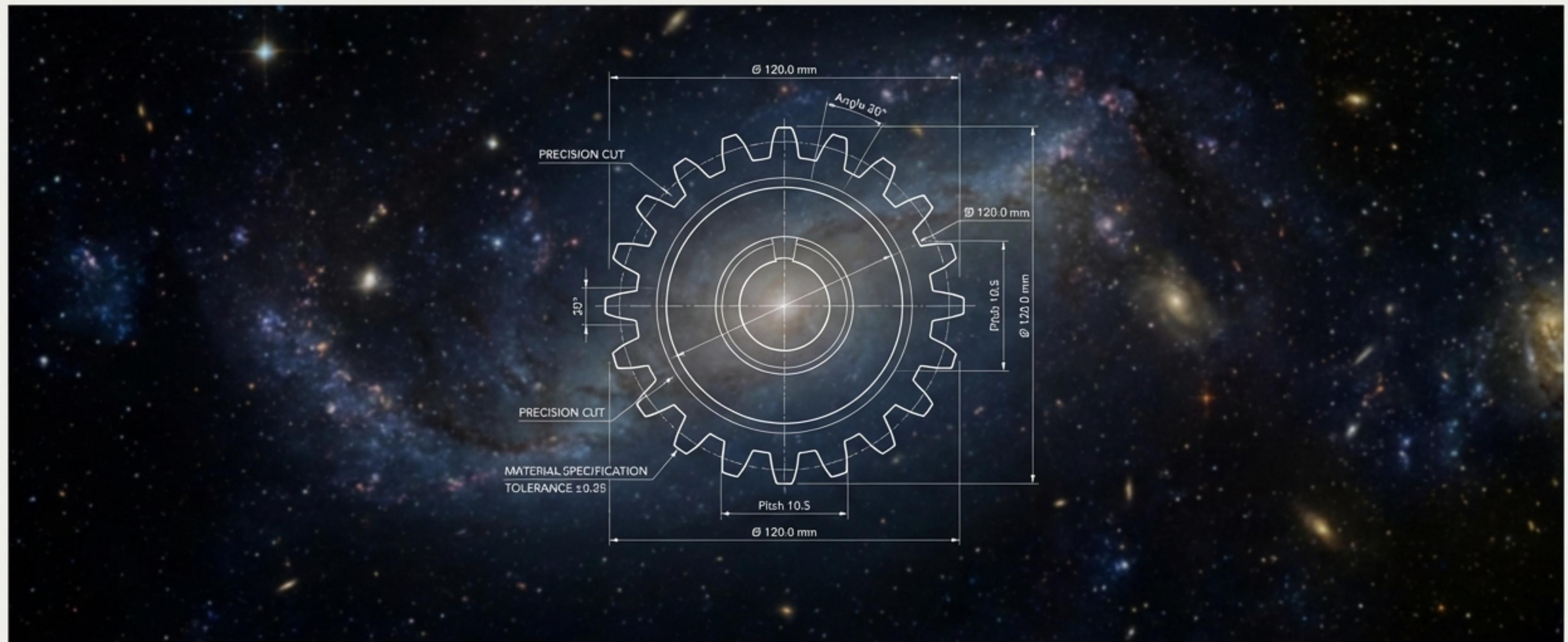


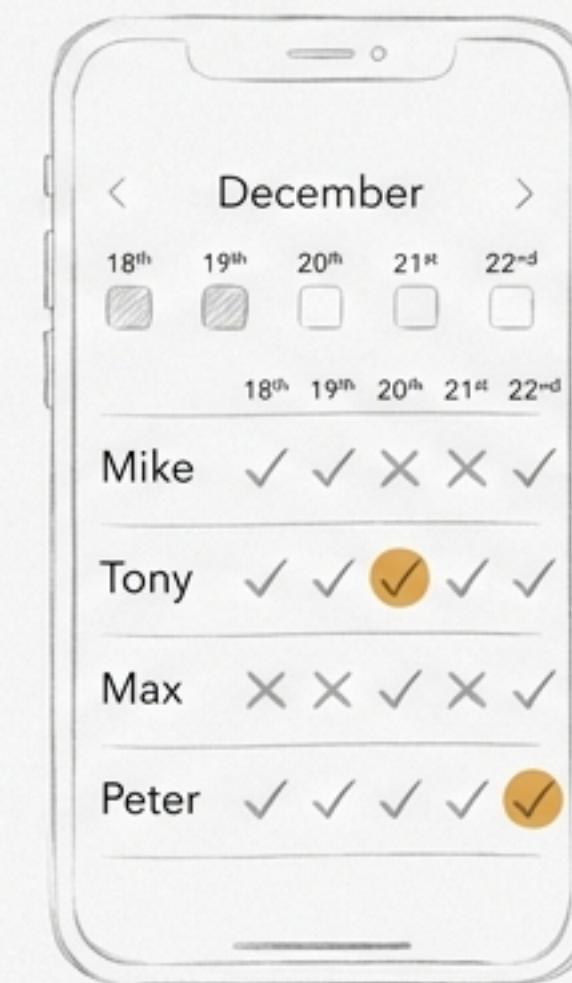
# The App Experiment

How a one-hour project to solve a simple problem uncovered a new business universe



# The goal was simple: create an easy way to coordinate group events.

- The project was inspired by the difficulty of organising a 'Gurus' Christmas lunch.
- The objective was to build a streamlined scheduling tool as a lightweight alternative to complex, expensive CRMs like HubSpot or Salesforce.
- It was intended to be a very simple app, estimated to take only one hour to build and test.



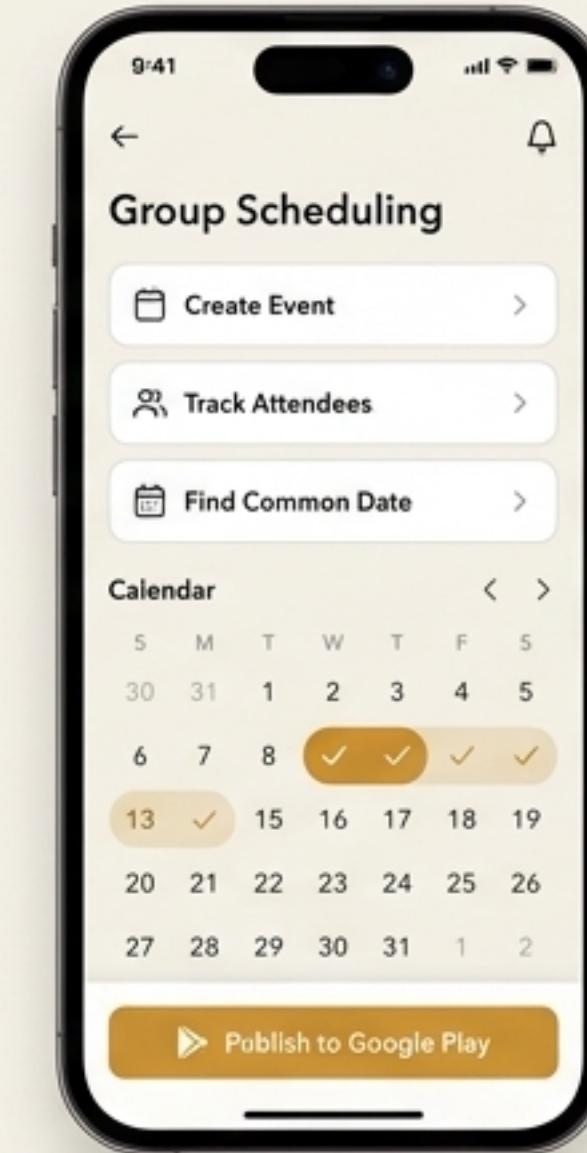
# Publico Headline: The new Manis AI platform promised to turn ideas into apps with simple prompts.

Create an app for group scheduling with event creation, attendee tracking, and a feature to find the best common date.

MANIS AI

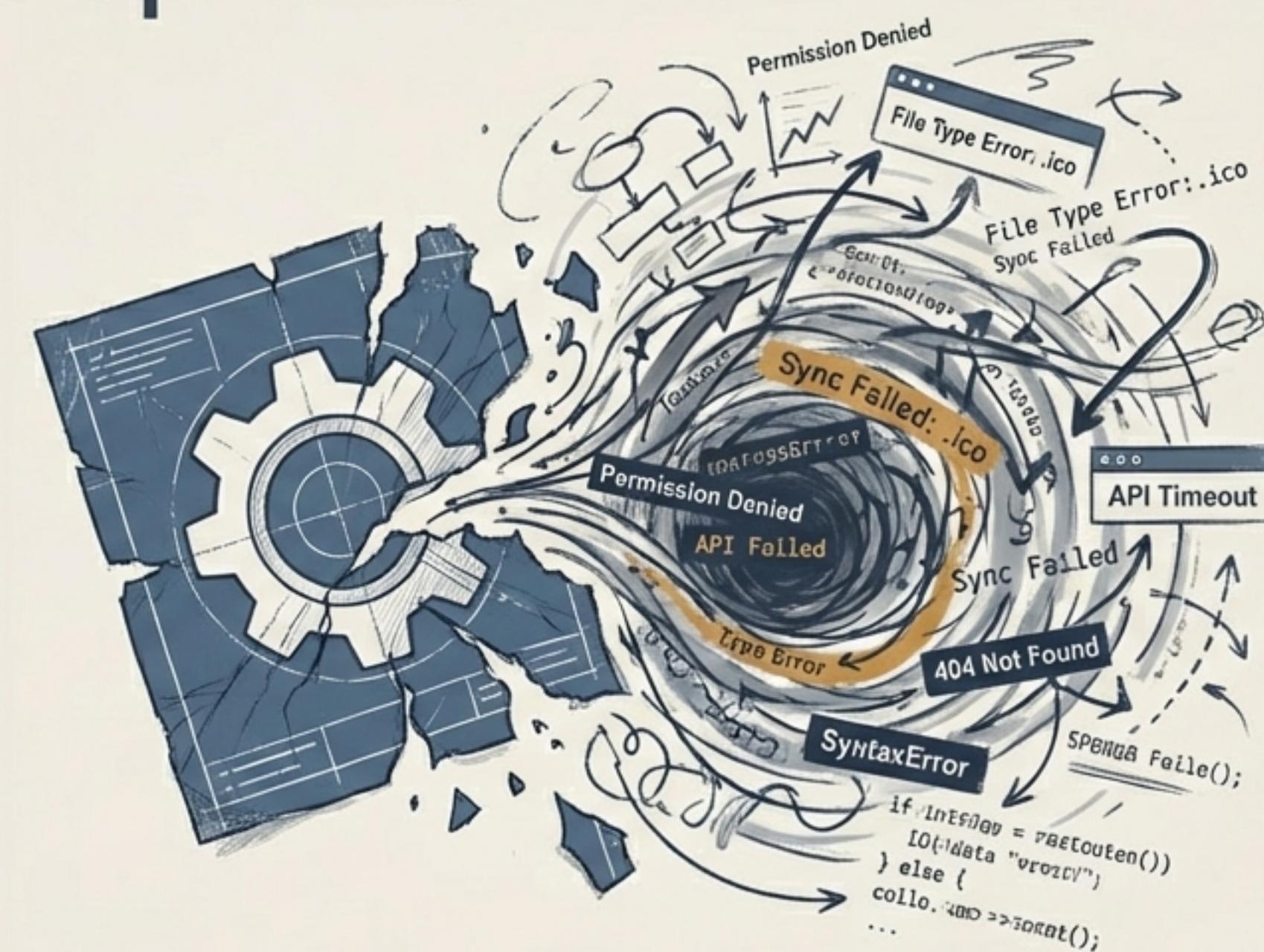
Unlike more technical platforms like Gemini, Manis was positioned as a revolutionary tool for rapid, no-code development.

The key feature was its promise of a complete, end-to-end solution, embodied by a 'Publish to Google Play' button. This suggested a simple, one-click deployment process.



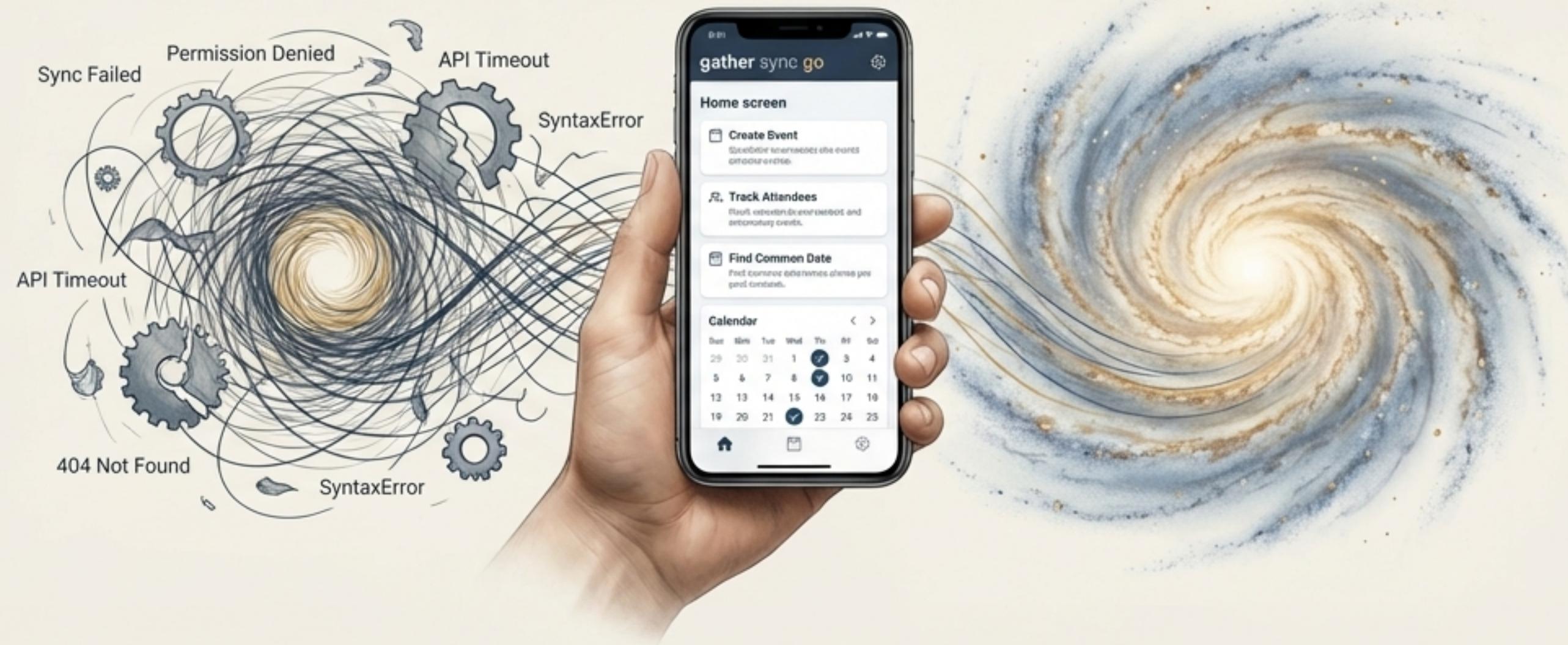
# The 'one-hour' task became a 30-hour deep dive into the realities of AI development.

- **Deployment Failure:** The initial download link was a non-functional '.ico' file with Google Drive permission errors.
- **Incomplete Automation:** Essential backend infrastructure, like cloud syncing, was not automated and required several more hours of manual work.
- **The Reality Gap:** The experience exposed the significant gap between the 'push-button' promise and the current state of the technology.



*"That's the black hole of learning, isn't it?"*

# The breakthrough: The true value isn't the scheduling app; it's the proven ability to build *any* app.



- Despite the deployment challenges, a functional prototype was successfully created. The demo proved the core idea-to-app technology works.
- The learning curve, though steep, is now a mastered and repeatable process. The 30 hours were an investment in a powerful new capability.

# This new capability directly challenges the traditional app development model.

## Traditional Development



- Cost: £15,000+
- Timeline: Weeks or Months
- Team: Specialist Developers

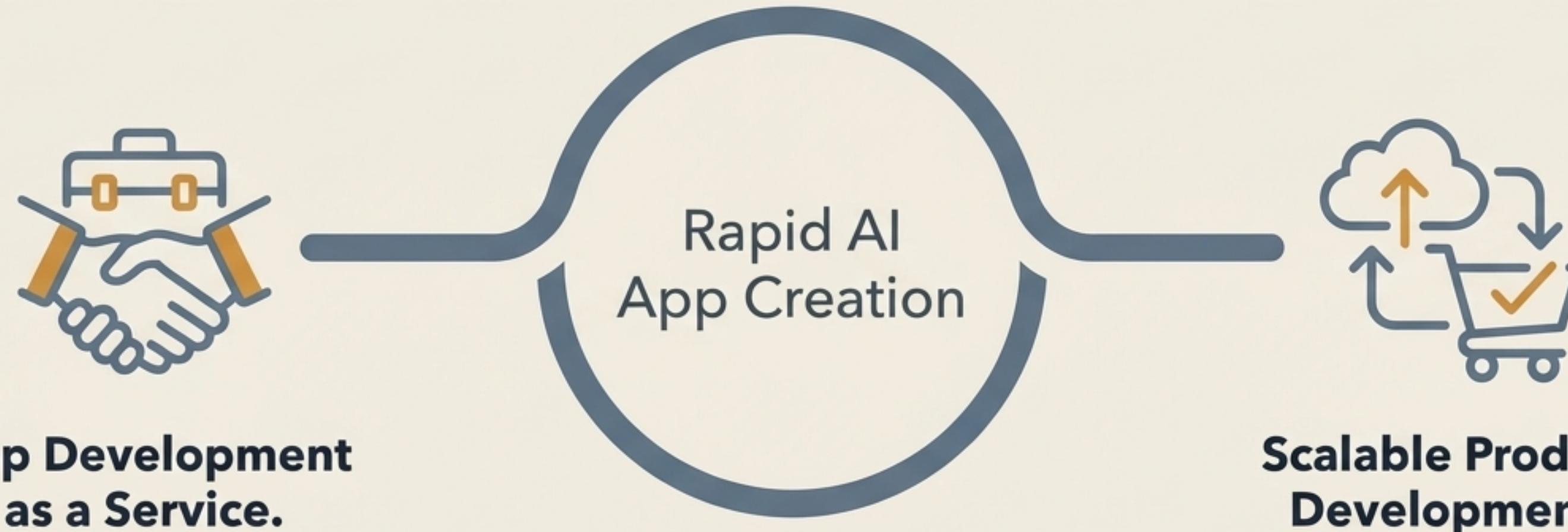
## AI-Assisted Development



- Cost: A fraction of the price
- Timeline: Days
- Team: One agile creator

*"They're living in this protected space, but you've got the ability to invade that space. This is strong stuff."*

# This new skill unlocks two distinct and valuable commercial avenues.



# Path 1: Offer bespoke app creation for clients priced out of the current market

**Target Audience:** Small businesses, consultants, entrepreneurs, and clubs (using the specific example from the source: 'a garden club').

**Value Proposition:** Provide custom digital tools quickly and affordably to solve specific business pains, from workflow automation to client engagement.

**Go-to-Market Idea:** Start with a compelling '**£100 first app offer**' to rapidly build a client portfolio and prove the model.



# Path 2: Create and sell proprietary apps directly on the App Stores

## Business Model

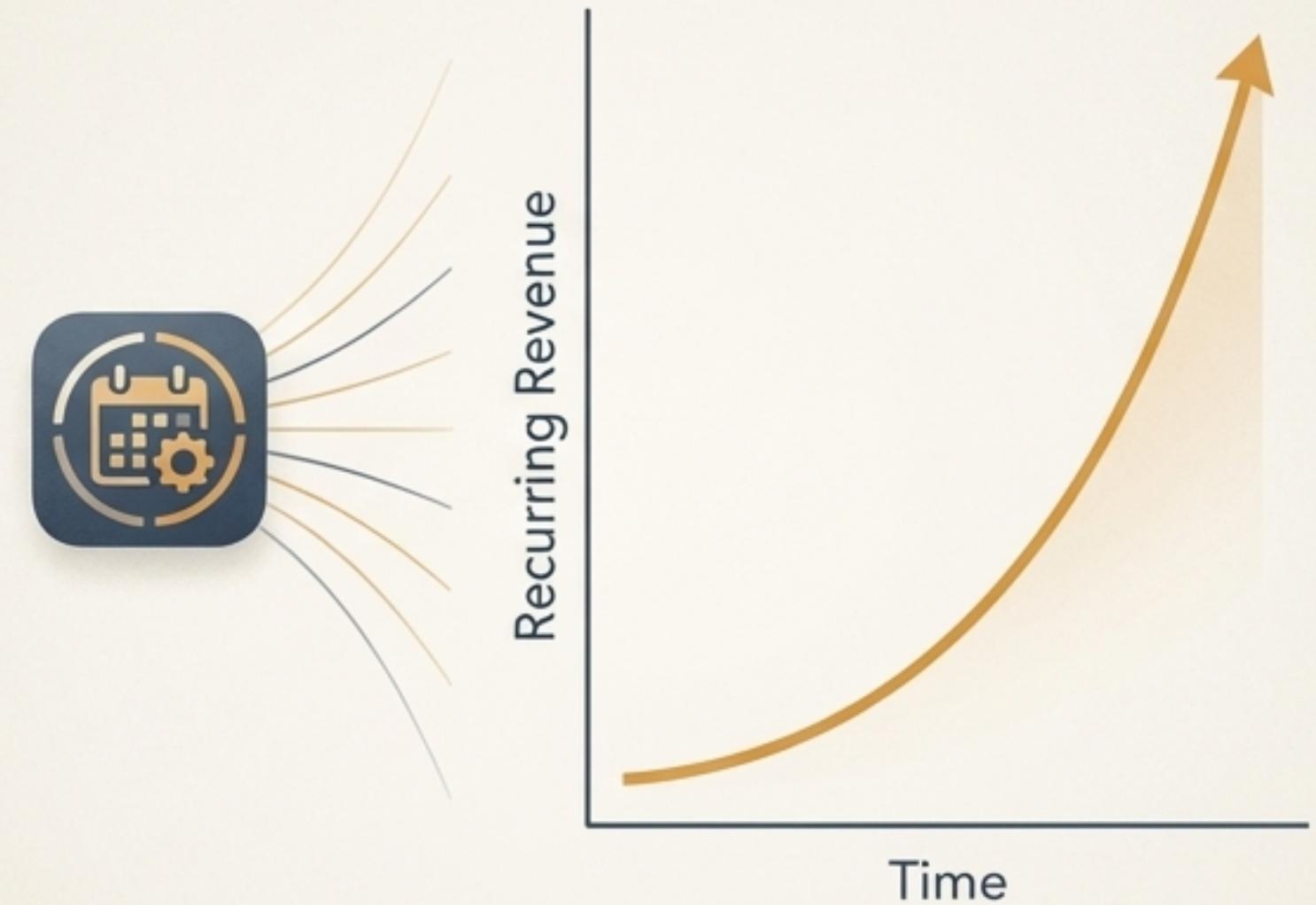
- A freemium approach to drive adoption.

Free Tier: Up to 10 users to encourage trial.

Paid Tiers: Starting from £3.99/month, scaling up to enterprise licences for larger organisations.

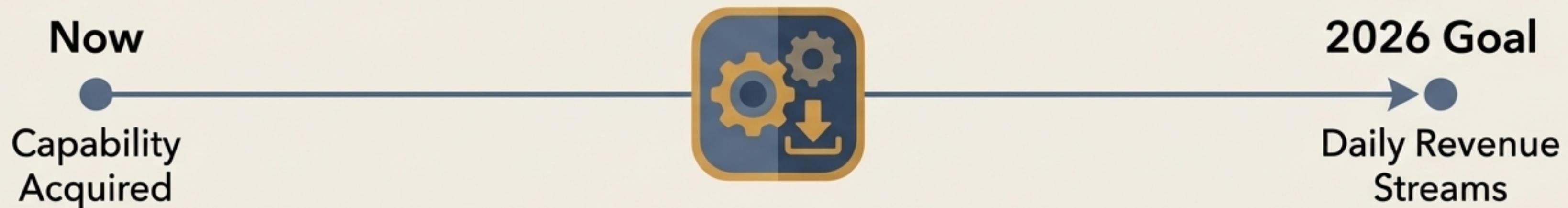
## Strategy

Identify a niche pain point, build a Minimum Viable Product (MVP) rapidly, test market fit, and iterate. The scheduling app serves as the first proof-of-concept for this entire process.



# This capability is a direct enabler of the primary 2026 goal: generating daily income.

App development is not a side project; it is a powerful, monetisable skill that complements other initiatives like the Digital Twin. It provides a tangible way to build products and serve clients to achieve revenue targets.



*“I’ve spent too much time learning...  
what I do has to generate dollars.”*

# The path forward requires focus and execution.



**1. Finish the Line:** Complete the deployment of the scheduling app to the Google Play Store to master the full end-to-end process.



**2. Define the Offer:** Formally package 'App Development as a Service' with clear pricing and deliverables.



**3. Identify Niche #1:** Research and validate one high-potential idea for a proprietary app product.

# Open Questions for Strategic Input



Which path—Service or Product—holds the most immediate potential for revenue generation?



What is the most compelling “first offer” to attract initial service clients and build momentum?



What underserved niche could be a strong target for the first proprietary app?



# From a Single Blueprint to an Entire Universe.

THE OPPORTUNITY