

Making  
**MONEY**  
ON THE INTERNET

**by Josh Yudaken**

# Who the #!%@! are you?

viral web game (\$500)

downloadable shareware game (\$1,000)

early facebook application (\$26,000) [spam]

iphone/ipad game (\$42,000) [+\$30/day]

website hosting startup (\$80,000) [hopefully]

current startup - snapbill (?)

# Who the #!%@! are you?

viral web game (R6,000)

downloadable shareware game (R8,000)

early facebook application (R310,000) [spam]

iphone/ipad game (R370,000) [+\$30/day]

website hosting startup (R560,000) [hopefully]

current startup - snapbill (?)

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BUT ONLY FIVE HOURS PER WEEK



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**Marketing: expensive OR hard**

1. Alphabetical order often wins
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**Space Impact: Meteor Shield?**

**Playman winter games?**

**Shopping madness?**

**Bounce Evolution?**

**Paper Planes?**

**Burger Push?**

**Mole war?**

**Gem drop?**

**Wolfmoon?**

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# No?

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What about:

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- Angry birds: Rio.**
- Angry birds: Seasons.**
- Angry birds: Space.**

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**In-application purchases and upgrades do sell.**

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Inverted models... its free because YOU'RE the product.

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**Only way to know is to test different prices.**

**Its usually impossible to test different prices.**

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## Market segmentation

**Ever noticed the bulk packs at stores are often more expensive per unit than the smaller ones?**

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**Perfect case earnings = R47,000**



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At R50, 350 people buy = R17,500

At R20, 1500 people buy = R30,000

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Perfect case earnings = R47,000

At R350, 200 people buy = R70,000

#6

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**DOG FOOD**

(NOT TO BE TAKEN LITERALLY)

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What features do they really need to get  
If I do this, would they invite their friends?

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**DOG FOOD**

(NOT TO BE TAKEN LITERALLY)

How much would **YOU** be willing to pay

What features do **YOU** really need to get

If I do this, would **YOU** invite their friends?

**YOU**

ARE THE

**TARGET MARKET**

# #7 Be LAZY

(DREAM OF PASSIVE INCOME)

**Fire and forget.**

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**Think about your “hourly rate.”**

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**Reselling the services of others.**

**Purchasing good development kits.**

# iPhone Development



R 6,299



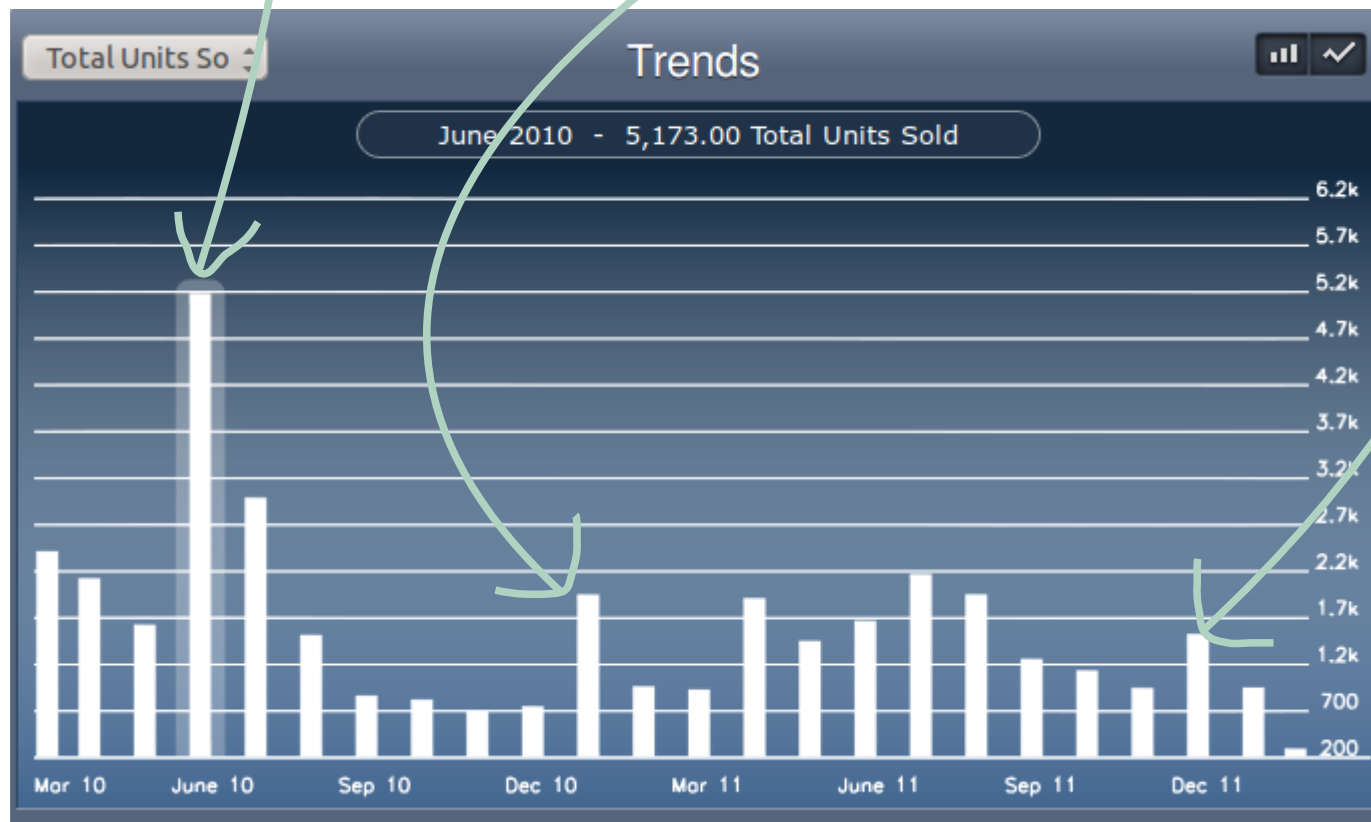
R 1,999



R 750

# R 26,493

christmas.  
(AHHH... YEAH.)



# #9 (don't forget about) **PROFIT.**

Simple calculation: **Profit = Revenue - Cost**

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...but...

**don't forget about your salary**



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(THE FIRST REAL 'CRYPTO-CURRENCY')

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Supply is limited to 21 million coins (kinda like gold)

The market cap is currently \$44,308,193 (this thing is real.)

Alright...  
**THANKS.**

(#11)

**Fonts:** Yanone Kafeesatz  
WALTER TURNCOAT

**Colors:** Zen Den by peachbelle  
on COLOURlovers

@qix j.yud.co.za j@yud.co.za

Alright...  
**THANKS.**

(#12)

Bingo card creator:

<http://www.kalzumeus.com/2010/03/20/running-a-software-business-on-5-hours-a-week/>

A \$23,698,655.93 book about flies:

<http://www.michaeleisen.org/blog/?p=358>

@qix j.yud.co.za j@yud.co.za

(#13)

**You has gone too far.**

@qix j.yud.co.za j@yud.co.za



(#14)

**EOF.**

**EOF.**

**EOF.**

