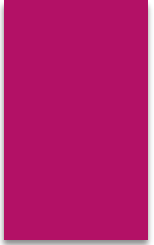




App Development Business Fundamentals

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Best time in history to
start a software
company

January

electronics
boutique

Amazin' Winter Software & Video Game Catalog

Coming Soon-
NBA JAM!



Coming
soon-
SONIC3
see page 6
for details

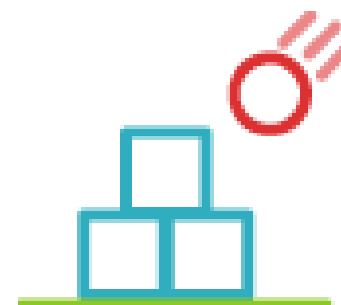


Digital Distribution



Windows Phone

kindle fire



Challenges

- ▶ App Development is (relatively) easy, running a company is hard
- ▶ Risk is still there
- ▶ Lots of competition
- ▶ Just because it can make money, doesn't mean it will.
- ▶ “If you build it, they will come” – Not true!
- ▶ Have to do everything right

Business models are changing

- ▶ Nothing is established
- ▶ What works today may not work next month
- ▶ Ability to adapt is key
- ▶ Exceptions are the norm

Your mileage ~~may~~ vary.
will

Running a Business

- ▶ Running a business takes time; a lot of time
 - ▶ You'll be giving up a lot of TV and video game time in order to be successful
- ▶ Marketing is critical (and not necessarily cheap)
 - ▶ You have to do more than publish in the app store
 - ▶ Trade shows
 - ▶ Print advertisement
 - ▶ Social media
- ▶ Hire talent in areas where you are weak, or bring on partners
- ▶ Intellectual property (yours) protection/legal advice is important
- ▶ Accounting, tax considerations

Skills and Skill Acquisition

- ▶ Everything is a skill
 - ▶ You first app (probably) isn't going to be a killer
 - ▶ Your 20th app *might*
- ▶ Artists don't expect to paint the Mona Lisa with their first attempt and drawing/painting.
 - ▶ They sketch every day; and expect to throw away most of what they draw
- ▶ Apps are the same way; don't wait until you have a brilliant idea and have what you think are the necessary skills to make the world's greatest app

Skill Acquisition

- ▶ Stay in school
 - ▶ Take business courses (if you aren't already a business major)
 - ▶ Take technology courses (if you aren't a tech major)
- ▶ Join clubs; particularly clubs that have students that have skills you lack
- ▶ See if you school has a center for Entrepreneurship
 - ▶ What resources do they have? Are they free?
 - ▶ Will they want to claim some/all of my IP? What are university policies?
- ▶ Enter competitions
 - ▶ Hones your skills; exposes you to realistic business scenarios
 - ▶ Prize money can help fund start-up costs
 - ▶ May get your app attention from investors

Other Resources

- ▶ Apply for start-up grants
- ▶ Look for industry start-up resources
 - ▶ Microsoft “BizSpark” gives free tools & software for 3 years for multiple computers (including “Office” and “Azure”) to start-up software companies
- ▶ Does your school/community have a business incubator? Will they give you free space and other services?