



App Trader

A mobile app broker

Founded Summer 2020 - Covid Opportunity

Idea:

Let developers
focus on
development;
we'll take on the
marketing and
accounting
related to in-app
purchases



App Trader Business Model

Partnership with app developers



Developers create the apps

Developers keep **all money** when users purchase the app

Developers keep **1/2 of the money** from in-app purchases



App Trader purchases rights to the app from developers

App Trader markets the app

App Trader keeps **1/2 of the money** from in-app purchases

What our research has shown

- App Trader pays for rights to broker the app. A fair market price starts at \$10,000 and is equal to \$10,000 or 10,000 times the price of the app (in the app store) – whichever is greater.
- Apps earn an average of \$5000 per month from in-app advertising and in-app purchases. This is the number you'll use to evaluate income.
- App Trader will spend \$1000/month to market an app. If the app is available in both the Apple App Store and the Google Play Store, we only pay \$1000/month to market **both** versions. For this reason, we prefer to work with apps that are available in both stores.
- Apps come and go. You can estimate the lifespan of an app by looking at its star rating. The number of years an app is available begins at 1 for an app with a rating of 0 and increases one year for every half point increase in rating.

What we want from you, our analytics consultants

1. General recommendation on what types of apps to focus our attention on:
 - a. Genre
 - b. Content Rating
 - c. Price Range
2. Make a recommendation of 10 apps to buy next week and market for a Black Friday debut event on November 27, 2020.

