

Freelance iOS Development

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Koedal, Inc.

My Story

- College goal
- Koedal, Inc. (March 2009)
- Full-time (August 2013)

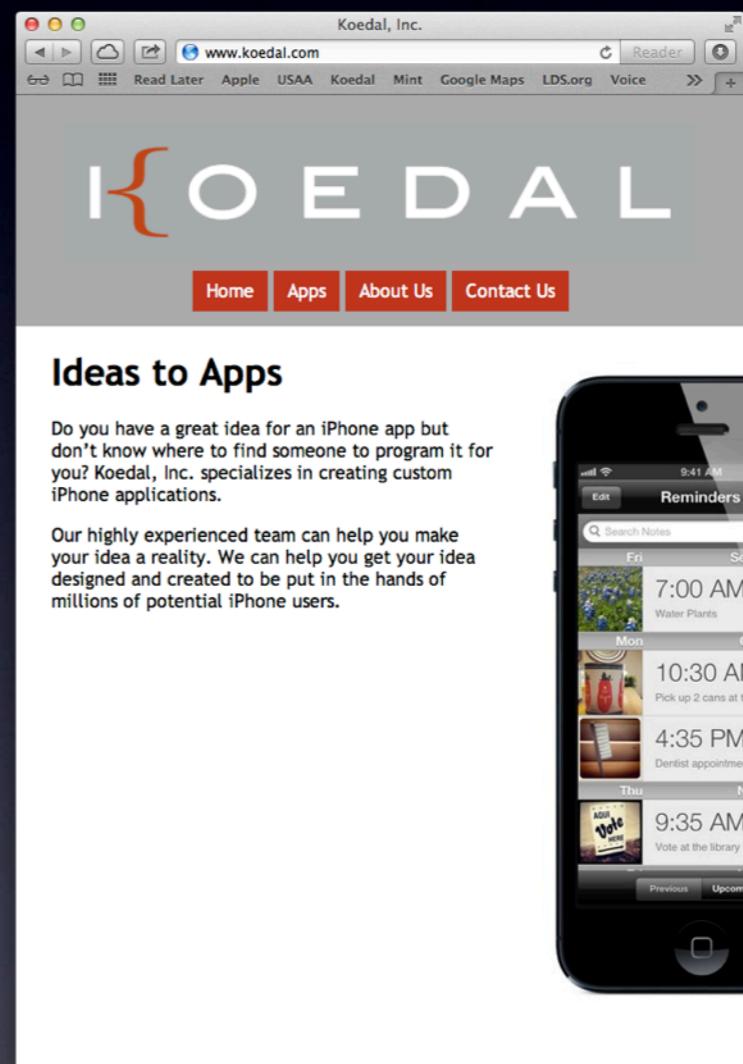
Learn iOS

- iTunes U Free Courses
- WWDC Videos
- SA iOS
- Make your own app



Website

- Create a basic website for your company.



Business Type

- Why set up a business?
- LLC vs S-Corp

Why a business?

- Legal protection
- Tax benefits

LLC vs S-Corp

- LLC
 - Easy to set up and maintain
 - Dies when you do
 - All profits are considered taxable income

LLC vs S-Corp

- S-Corp
 - More complicated to set up
 - Lives on after you die
 - Tax savings (15% of profits after salary)



Pricing

- What does your current job charge for you an hour?
- How much is your free-time worth to you?
- Include health insurance, vacation, retirement, etc. in your price.
- You are worth more than you think.

Contracts

- Always sign a contract!
- Sign contracts with clients and your subcontractors

Finances

- Get a separate bank account for your business.
- Wells Fargo seemed to have the least hoops to jump through to make it free.

Subcontracting

- Pros
 - Help get work done faster
 - Additional income
- Cons
 - People problems
 - Risk

Clients

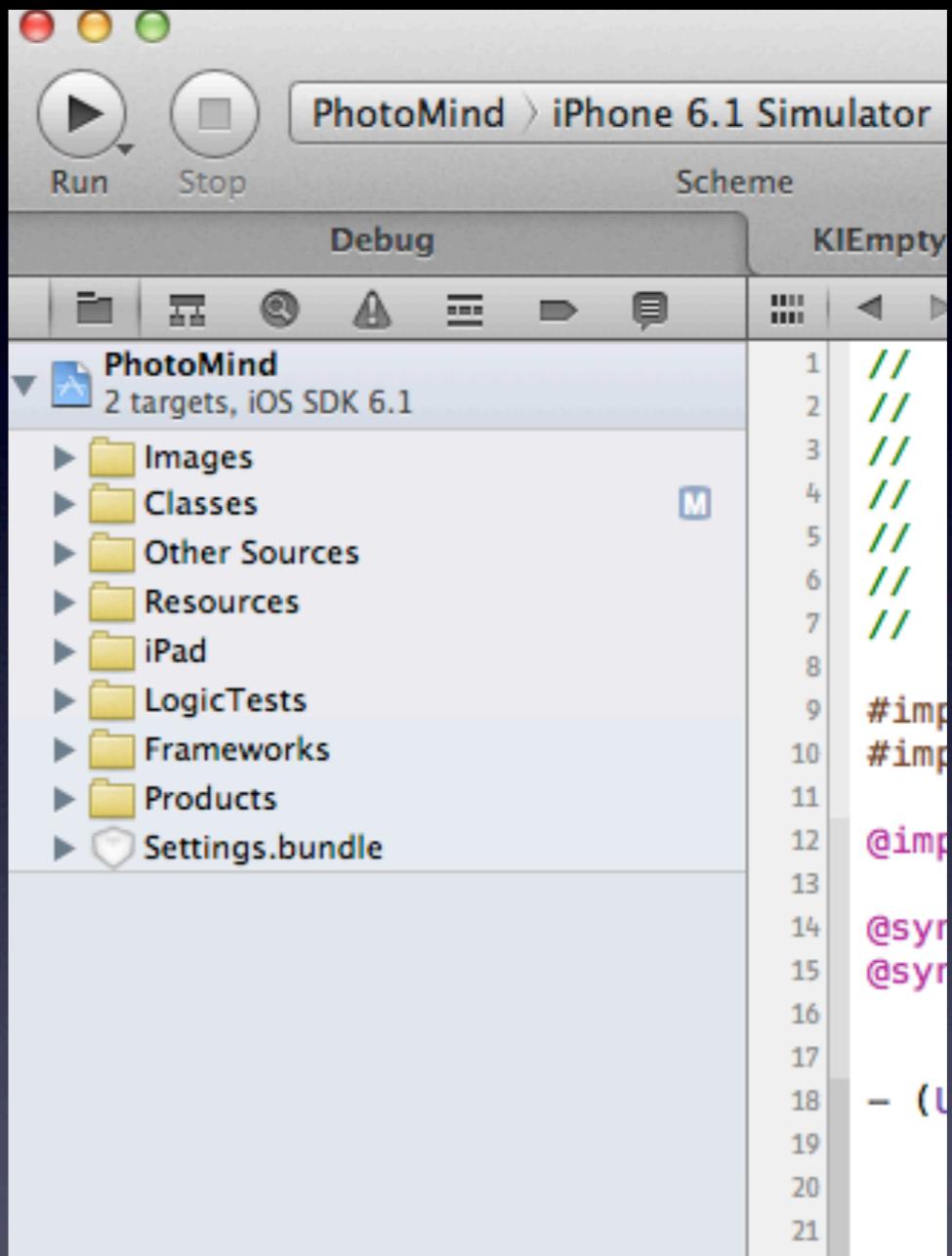
- Gauge their seriousness
- Ask for some money up-front
- Don't be afraid to turn someone down
- Set expectations - software always has unknowns
- You are capable of more than you think

Tools

- Xcode
- TestFlight
- Trello
- Bitbucket
- Keynotopia
- Freshbooks



Xcode



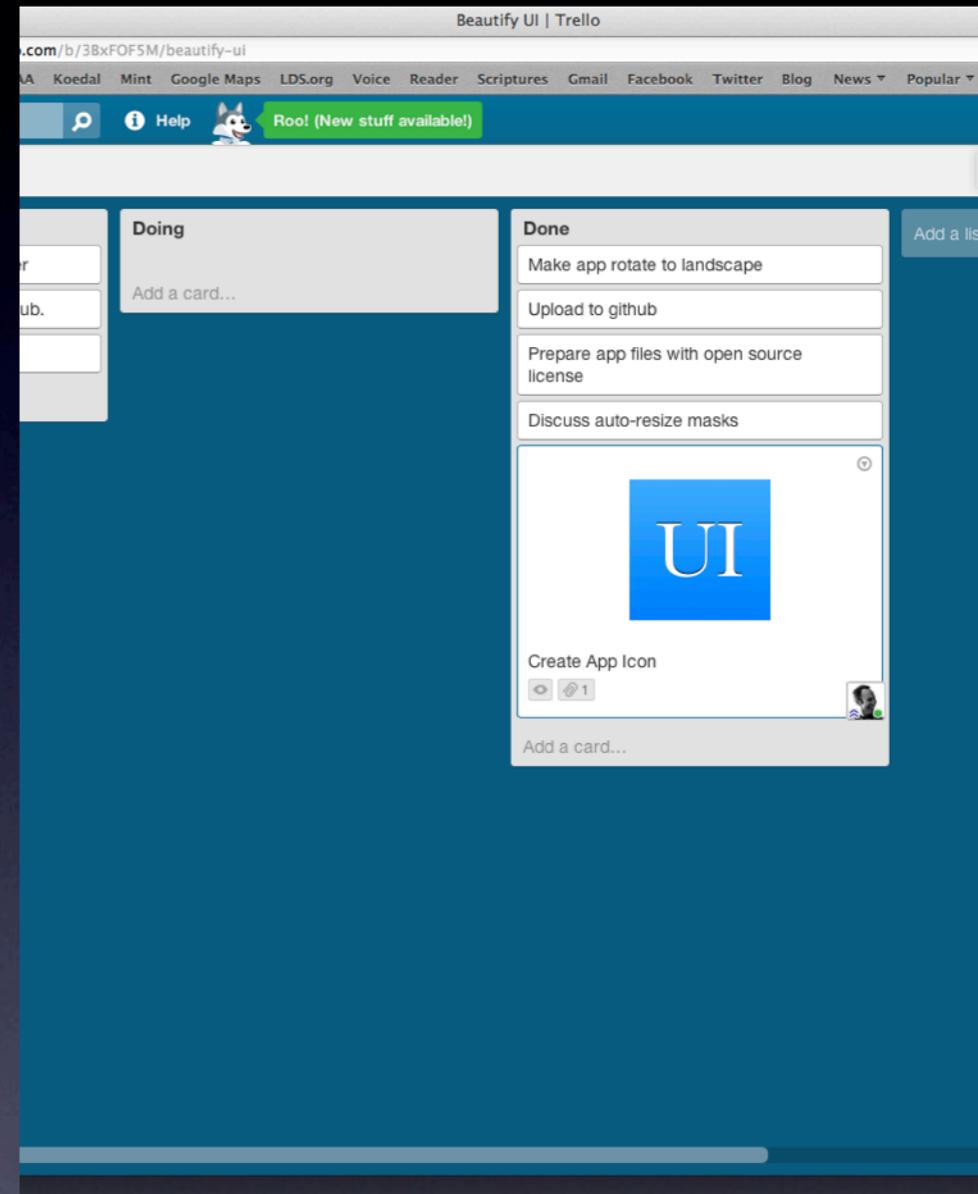
TestFlight

Free
Easy Distribution
Tracked Installs
Feedback



Trello

Communicate
Track anything
Assign Tasks



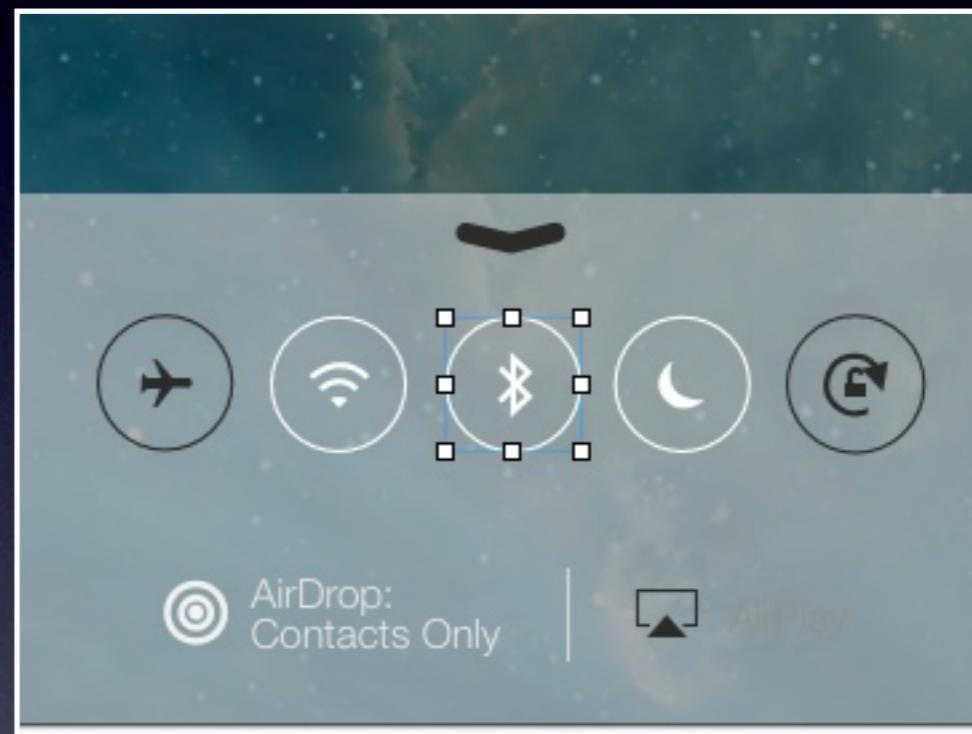
Bitbucket

- Backed-up source code
- Shared git repository
- Client can own it
- Pull requests
- Free

The screenshot shows a GitHub pull request interface. At the top, there's a snippet of code with line numbers 310 and 311. Line 311 contains the text "if (missedTe". Below the code, a user profile icon is followed by a blurred name. A comment from this user reads "I thought you had a global". Below the comment, the timestamp "Reply • 2013-07-19" is visible. The main body of the pull request shows several more code snippets with line numbers 312 through 318. Lines 315, 316, 317, and 318 are highlighted in green, while lines 278, 279, and 319 are highlighted in red. The bottom right corner of the screenshot shows a small portion of the presentation slide.

Keynotopia

Make wireframes
Create animations
Communicate expectations
\$97



Freshbooks

Invoicing
Time tracking
Free for three clients



The screenshot shows the FreshBooks website homepage. At the top right, there's a blue banner with the text "Introducing: Fr" and a small cat icon. Below the banner, the FreshBooks logo ("FRESHBOOKS cloud accounting") is displayed next to a green leaf icon. To the right, there's a call-to-action section with the text "Call toll" and "#1 Cloud Accounting Soluti". A navigation bar at the bottom has links for "Home", "Tour", "Pricing & Signup", and "Mobile". The main content area features a large blue background with white text that reads "Say Hello to Cloud Accounting". Below this, smaller text encourages users to "Join over 5 million people using FreshBooks to make billing painless."

References

- LLC vs S-Corp
- [http://www.sba.gov/community/blogs/
community-blogs/business-law-advisor/
should-my-company-be-lle-s-corp-or-both](http://www.sba.gov/community/blogs/community-blogs/business-law-advisor/should-my-company-be-lle-s-corp-or-both)
- Creating a Corporation in Texas
- [http://www.dmlp.org/legal-guide/forming-
corporation-texas](http://www.dmlp.org/legal-guide/forming-corporation-texas)

References

- Keynotopia Affiliate Link
- <https://www.e-junkie.com/ecom/gb.php?cl=127351&c=ib&aff=235911>