# My first million
## – how you can make your mobile app profitable

## Michał Jankowski

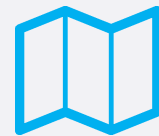# about
## me

**Michał Jankowski**

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# about
## me

### some stats

- 700k+ downloads of Windows Phone apps

- Kursy Walut:
  - one of the best rated app in Polish Windows Store
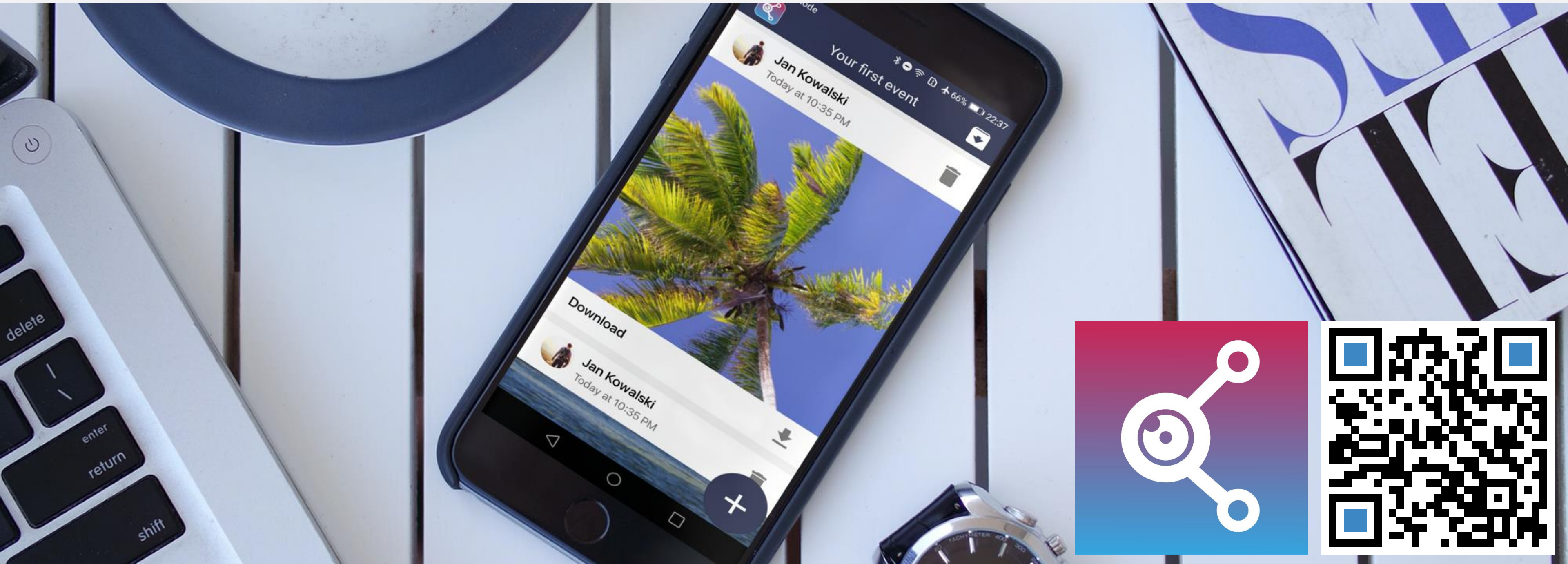  - 4.6 / 5 average score in last year

# plan
# for today

You are able to manufacture all...

...but will you able to sell it?

# plan for future
## imcado.app

# why
## mobile?

### future is
### promising

**2018**

**2020**

**2022**

$61,6 Bn

$104 Bn

$141 Bn

**77%** game revenue

**72%** game revenue

**?** game revenue

**2,53 Bn** smartphone users

**2,87 Bn** smartphone users

**?** smartphone users

**205,4 Bn** mobile downloads

**?** mobile downloads

**258,2 Bn** mobile downloads

**4'100'000** mobile apps available in all stores

**70%** will be downloaded less than 5000 times

**60%** will never be updated

# three steps
# to failure

### idea
My idea is great. Nobody has think about it yet. Everybody will use it and pay for it

### development
How can I save some costs? Maybe I will find someone who will develop app for future profits / stocks.

### première
My application is so good... Why people are not buying it?

# you can
# do it in a different way

**plan**

- the idea
- verification
- design
- MVP
- business plan

**develop**

this is the easiest part

**monitor**

- errors
- comments
- support
- performance

**promote**

- articles
- SEO
- price
- social media
- events
- application updates
- rankings

# am I
## the first person with such idea

### innovation

We found something new… Great!!!!
- Check if people and market are ready for your idea.
- How your potential users will know about your product?
- It is possible that you will need to cover additional cost for promotion.

And remember… Consider securing your idea – patent.
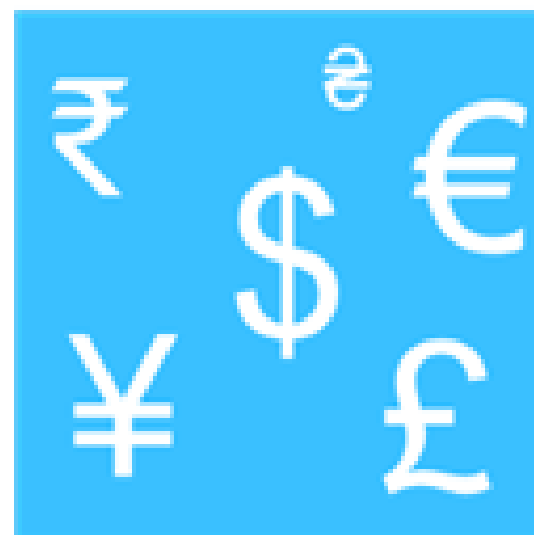
# somebody
## was faster than us



## we can prepare better app

We can improve others' idea. It is easier to do so. Please check if an application is not protected by patents.

**Do not steal the idea and copy app 1 to 1!!!!!!**

Invest in research. Check other apps. Look through comments in the app store and reviews. Make a list of best features of the application. And also issues that have been complained the most.

Use this knowledge to prepare better app.

# imcado.app
## market research
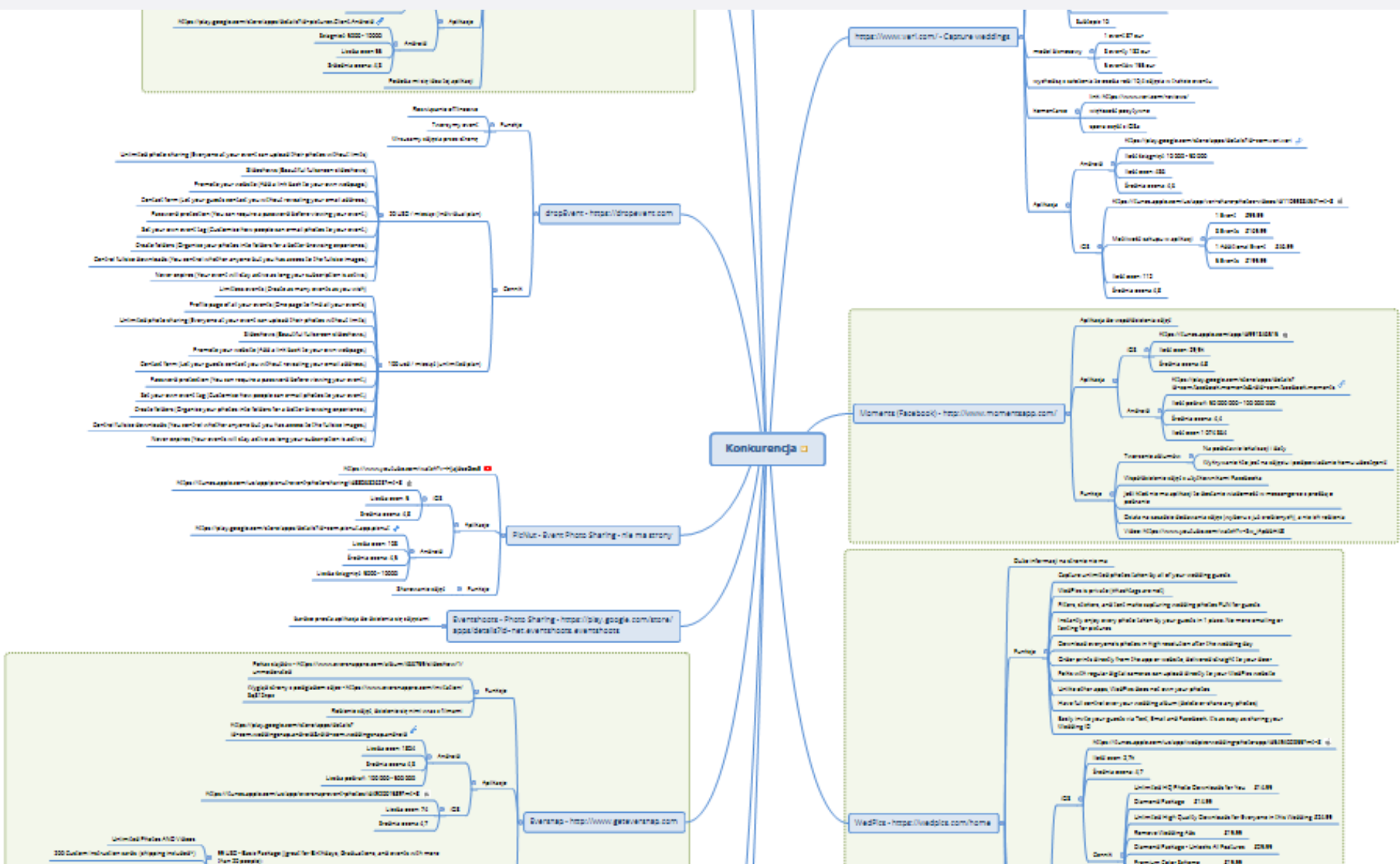


## check your competiors

You can get a lot of useful information by market research: size of the market, business/pricing model, customers needs, ways of promotion,  ….

In most cases, you will sell a similar product with small but significant innovation.
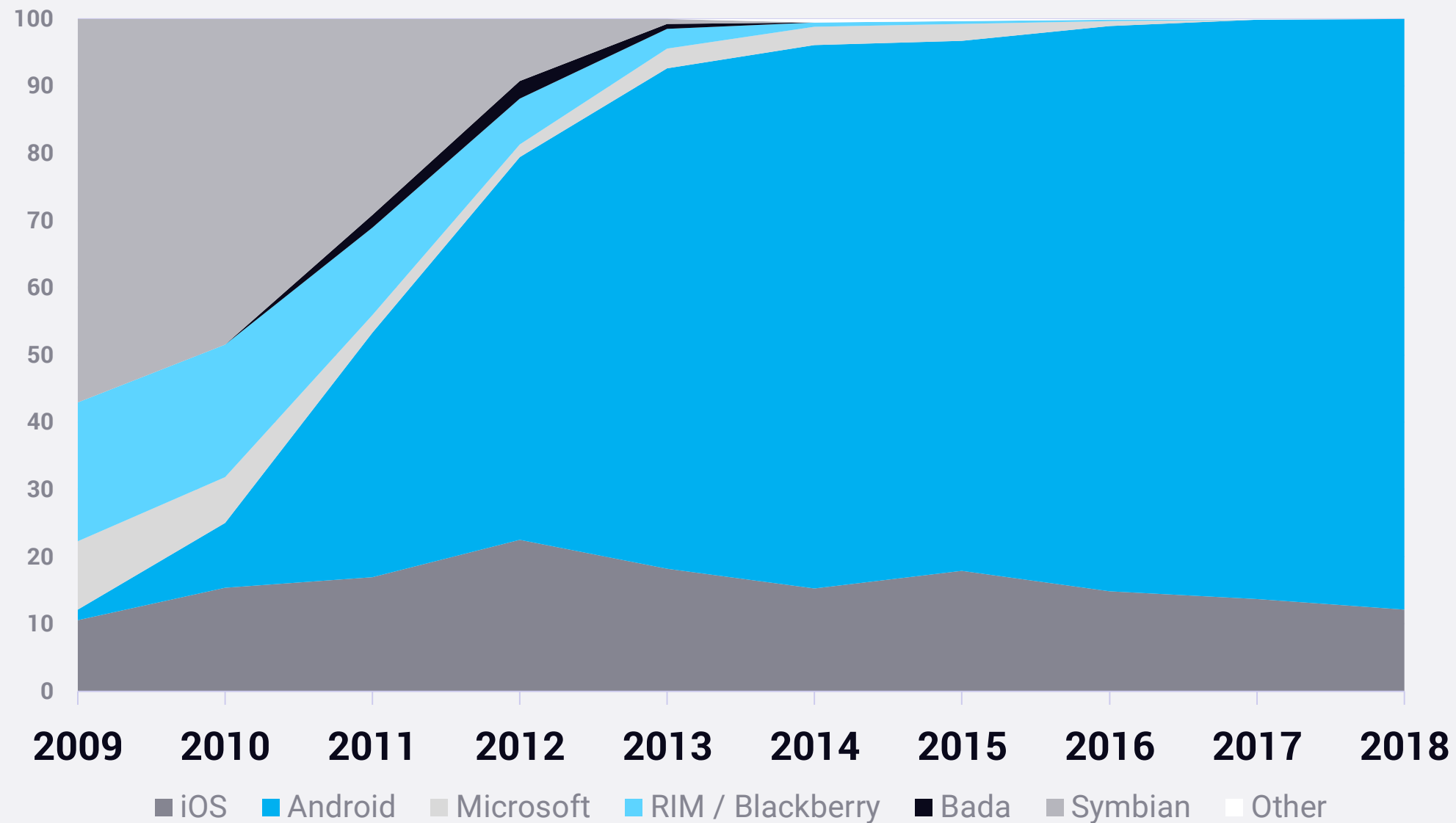
# supported
# devices

mobile phone or tablet or computer

Your application should be user-friendly and designed in that way it will be working correctly on different devices. Think about the other kind of interfaces – mouse vs. touch or screen resolution. Remember that there are various apps stores and different requirements per each platform.

# platform
# wars



Chart: Smartphone platform market share 2009–2018

Y-axis: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100
X-axis: 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018

Legend: iOS, Android, Microsoft, RIM / Blackberry, Bada, Symbian, Other

## key notes

✓ In 2017, 86,1% of all smartphones sold to end users were phones with the Android operating system.

✓ Since 2011, Apple's iOS market share has varied between 14 and 21 percent.

✓ By 2009, Symbian accounted for nearly half of the global smartphone operating systems market.

✓ In 2007 Apple introduced its first iPhone model to the consumer market.

✓ In 2007 Google introduced Android – the most popular smartphone in the world.

✓ In 2000 Ericsson introduced Symbian

# how we can
# earn money

## 01
### free

We will not earn any money directly by an application. It can be used as an additional sales channel.

We earn money on additional issues and an app can be used for advertising.

## 02
### paid

The easiest and fastest way of earning money from apps. You will be charged by the app store for 30% transaction fee.

Remember that your application **must** have a demo version.

## 03
### ads

Used very often but it will not work perfectly with all kind of applications.
Your app user will need to spend a lot of time in your application for effective earning.
It can be a bit annoying.

## 04
### in-app purchases

Instead of whole application, we are selling some features, some ad-ins. It is used quite common in games where you can gain an advantage. Also, some items can be sold in this model. **From 2017 over 50% of mobile app revenue is generated in this model.**

### do not trust family

They will always say that your idea is the best and you will not get real feedback.

### prepare ui mockups

Try to simulate your application on paper. Just make sketches of your UI and play with it.

### ask strangers

Try to define your target group and start talking with them. You can meet people everywhere.

### business plan

Start with some assumptions then calculate costs and profits.

# business plan.

1M children (13 – 15 years)

59% smartphone penetration

86,1% Android users

5% of users currently spend money on apps purchases

**25 400 sold apps**

# business plan.

25 400 sold apps

* 12,99 PLN

**WOW: 329 946 PLN**

- 30% Google fee: 98 983 PLN

-19% tax: 43 882 PLN

**We will earn: 187 079 PLN**

# what
# about costs

**01** development costs
Android developer salary is between 8k – 14k PLN. What about UI designer or content preparation.

**02** infrastructure
Will you have any backend – API, database, other…? Do you need to store somewhere your content? Should all logic be in an app?

**03** promotion
It depends on the type of application. You should think about real costs like ads, promotion materials or reduced income (app price decrease).

**04** other
The list is huge. The biggest one is your time. Think about energy, materials, software, licenses, ….

# Project **founding**

A topic for longer discussion.

It is starting from 4xF - founders, family, friends and fools.

Remember when you are bringing an investor that you are spending his money and returning yours.

# cost
# reduction
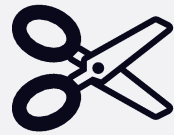
## minimum viable product (mvp)

In the beginning, you should define a key feature of our application. In the next step, you need to plan actions that will need to be taken to a created application providing this functionality. As soon as it is possible when your application is ready, you should put it into a store. And then you should observe the reaction of users.

## scalability

Your idea should be able to scale in different directions very easy. Those courses should allow you to increase the number of your users.
When this is not possible, please try to reevaluate your idea.

# I believe
## we can start development

o the idea →

o verification →

o design →

o mvp →

o scalability →

o business plan →
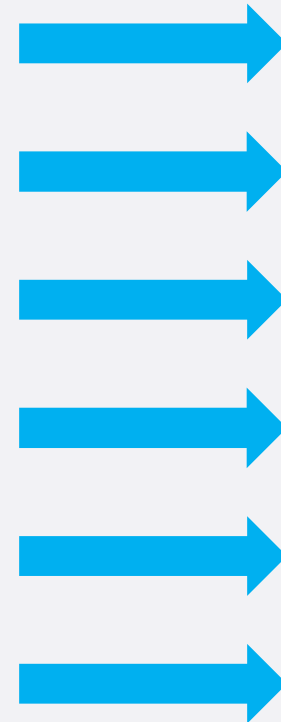
**development**
**the easiest**
**part!**

**ready**
**for a lunch**

**future is**
**promising**

**development**

**tests**

Outsourcing or by our own?

Maybe we should buy some components?

Do not wait too long for your first release.

Family can be your first testers.

Users do not read manual.

We can show the app to anonymous people.

Monitoring of behaviour and first impression.

# 3... 2... 1... 0...
# lift off



## première

You will get a boost because this is a new app.

Are you monitoring app errors?

Why is nobody buying our app?

Are you listening to your users?

# monitor
# reviews
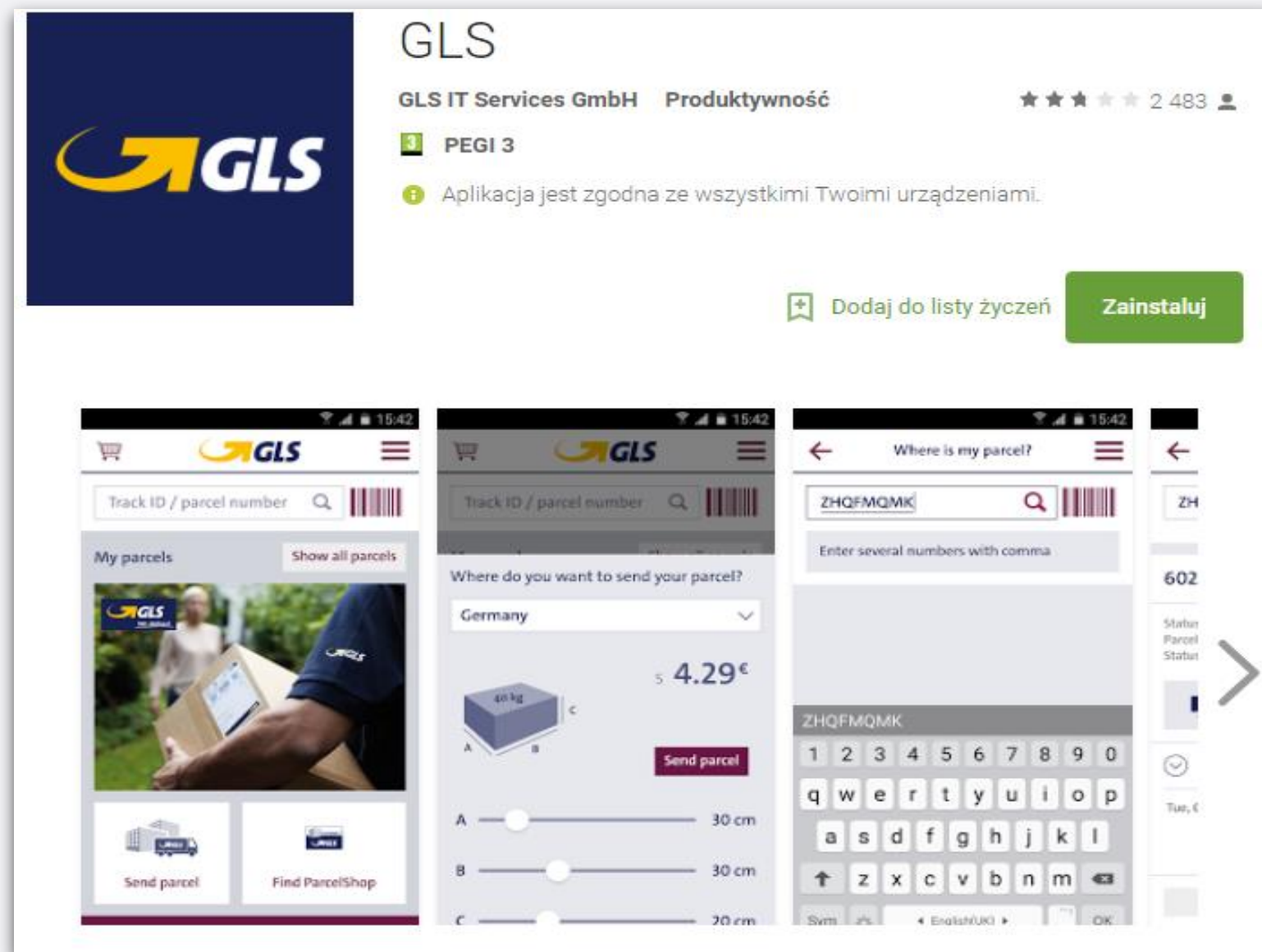


professionals have the same problems



are they crazy?

# application
## promotion
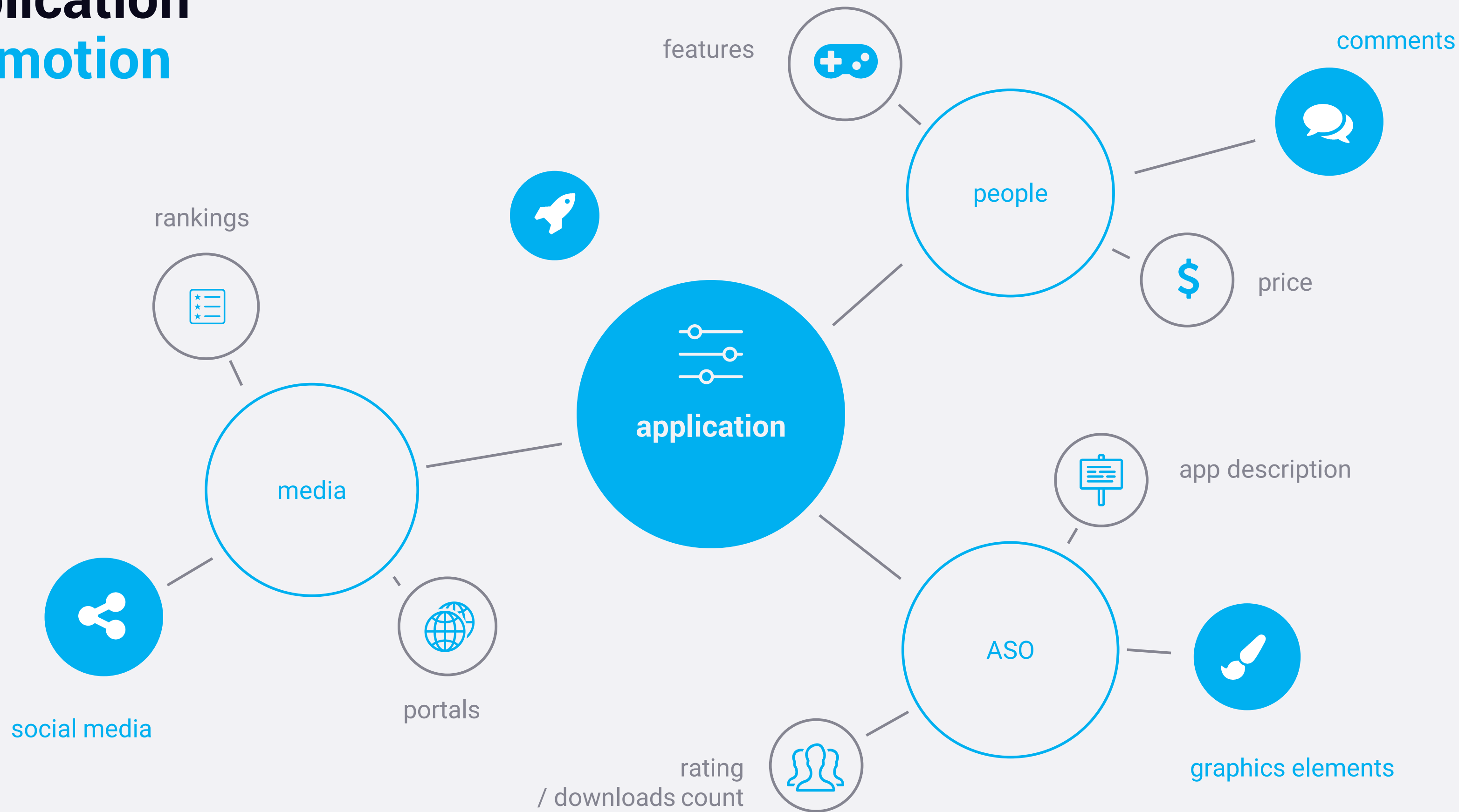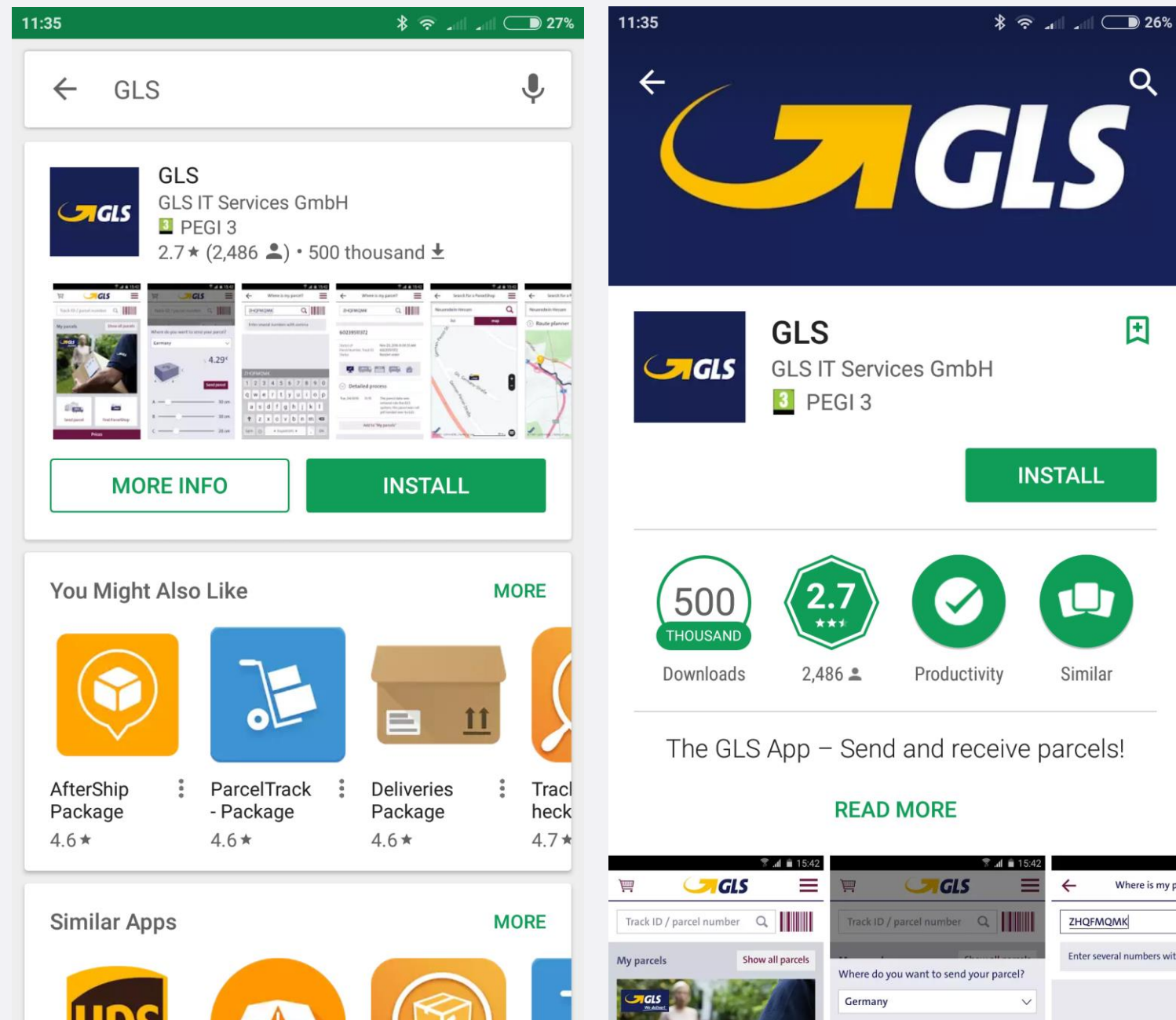
features

comments

people

rankings

price

application

app description

media

ASO

social media

portals

graphics elements

rating
/ downloads count

# ASO
## Google Play

# play
# with price
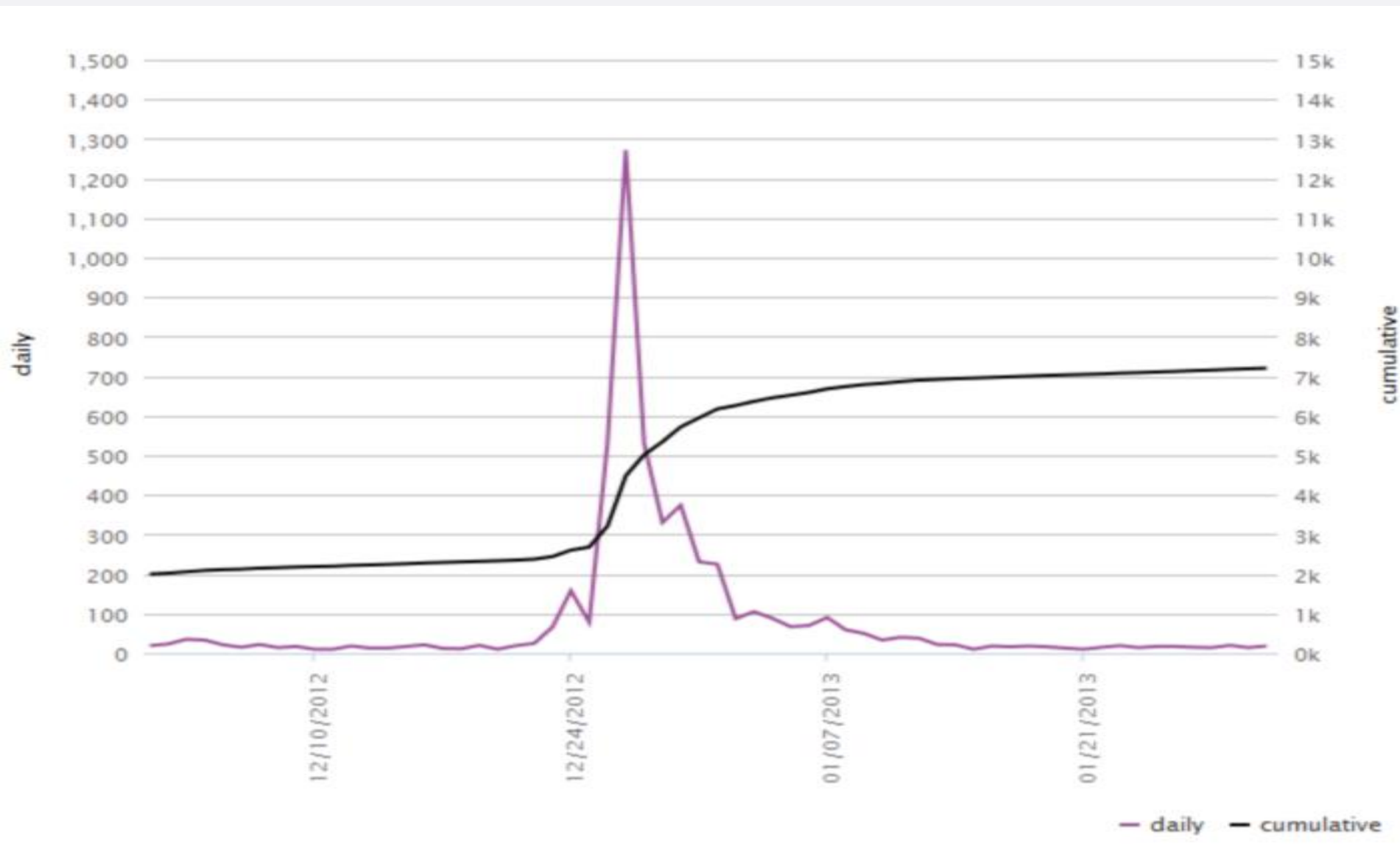


## revenue = price * downloads

- Gain new reviews of your application.
- Some portals / applications are tracing price change.
- Downloads' increase can improve your position in the Store
- You can use first users for error finding.

*Hi Michal, in case you would start developing the app for switching of the sounds at night ... I was reconsidering the requirements and in fact I'm looking for an app the switches off the WIFI and 3G at night automatically.*

**user of your app**

# the best way to predict the future
## is to create it
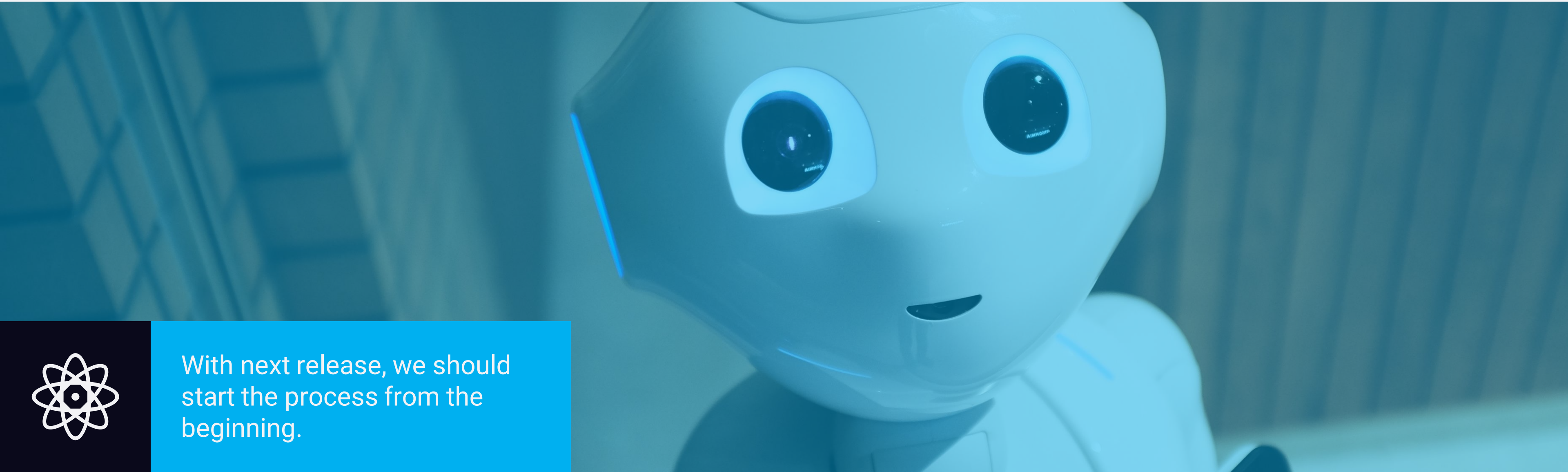
With next release, we should start the process from the beginning.

# brief
## summary

✓ building a mobile application is not only a development

✓ think about it as an investment
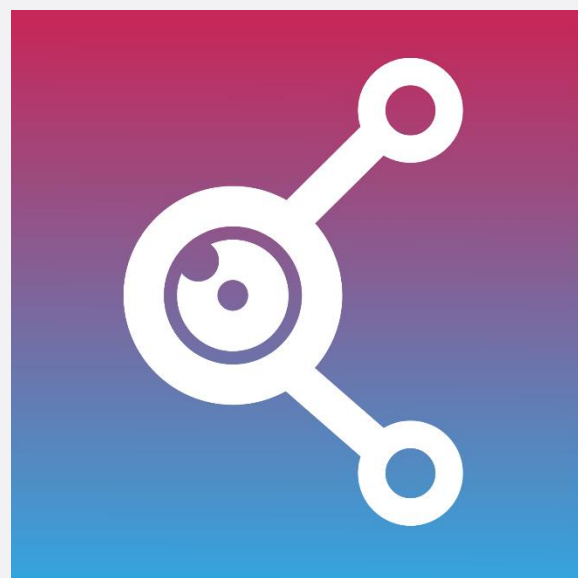
✓ you will earn more money by promoting your application

# can you help
# us?

### install imcado

the simplistic experience of sharing your photos

### rate it with 5 stars

With suggestions call or write an email to us.

# do you have any
## questions?

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# thank
## you

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