

# Mobile Development & Mobile Business in real World

Aydin Mir Mohammadi

# „WIR BAUEN IHRE SOFTWARE“



# Ein Rundgang durch

- Mobile Softwareentwicklung
- Mobiles Business
- Hintergrund
  - AppCampus Germany gewonnen
  - Eine der größten mobilen Application Acceleration Programme
  - Eigene Erfahrungen und von 18 anderen internationalen Teams

# TO CUT IT SHORT



AppCampus is a mobile application accelerator program managed by Aalto University in Espoo, Finland. This is a **21** million euro joint investment between Microsoft and Aalto University to foster mobile application development on Windows Phone and Windows.



# KICKED OFF IN MAY



AppCampus is led and managed by Aalto University, which has a growing reputation as a hotbed of new startup companies. AppCampus is intended to attract thousands of application proposals from and entrepreneurs from **ALL OVER THE WORLD.**



BY APRIL 2014:

3880 applications received

Over 100 countries

9 050 000 eur invested

320 approved teams

Top 5 categories

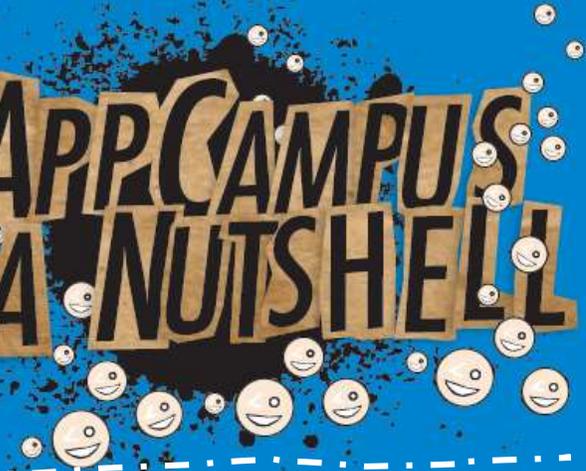
1. Games
2. Productivity
3. Lifestyle
4. Education
5. Social

Top 5 countries

1. Finland
2. China
3. United Kingdom
4. United States
5. Canada

APP CAMPUS

# APPCAMPUS IN A NUTSHELL



# 102 RELEASED APPS

102 Irresistible, useful and fun apps already released - Is yours next?



AppCampus

# OFFERING

GRANT CATEGORIES

10,000 € 20,000 € 50,000 € 70,000 €

FUNDING COACHING GO-TO-MARKET SUPPORT

Successful applicants will receive awards varying from 10,000, 20,000, 50,000 to 70,000 euros, depending on the complexity of the app. In addition, AppCampus also provides training in mobile technology, design and usability, coaching and marketing support.



APPCADEMY TRAINING PROGRAM

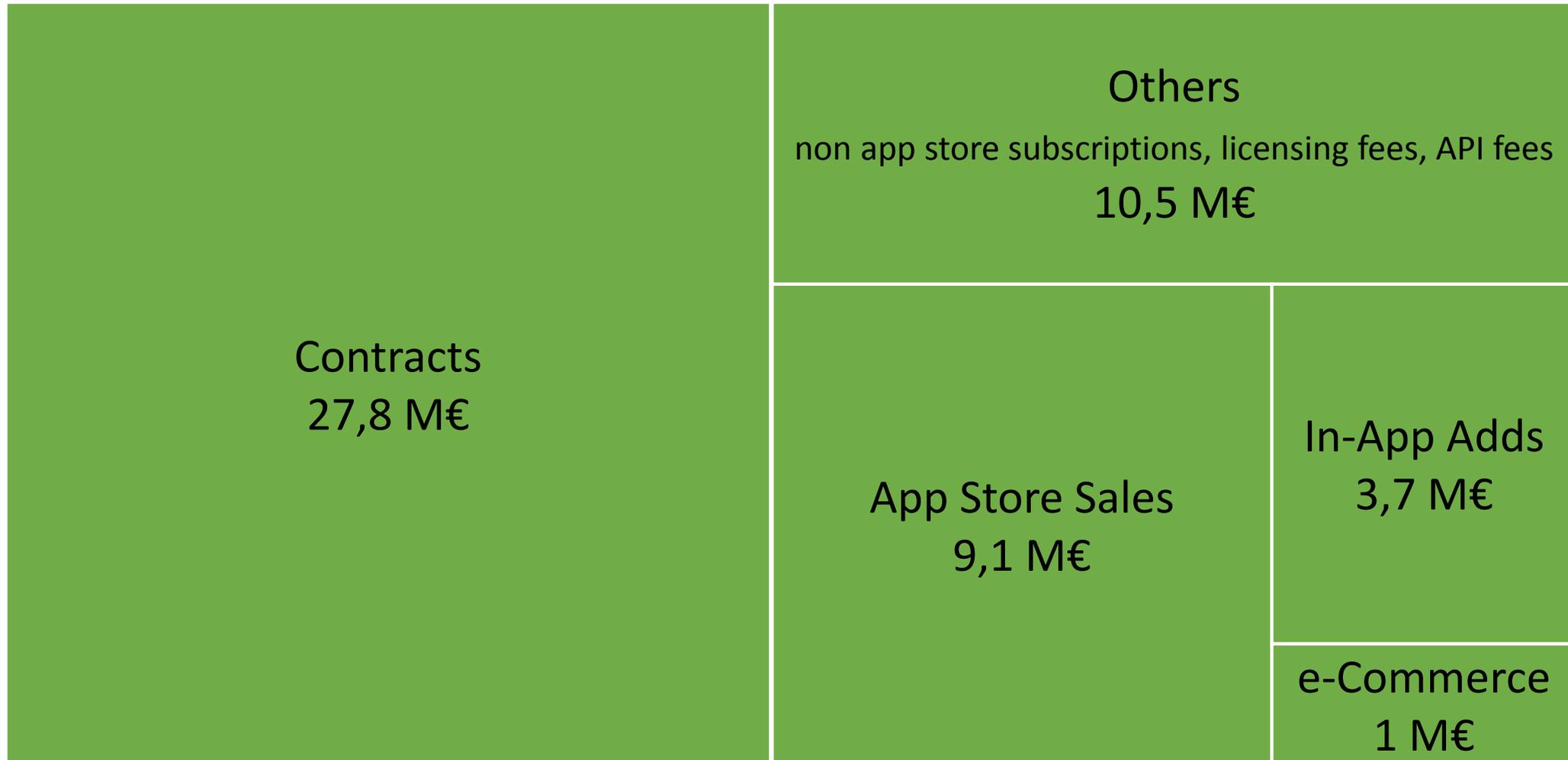
**95 teams** attended AppCademy camp - intensive training program for most promising AppCampus teams. Available now also online.

APP CAMPUS

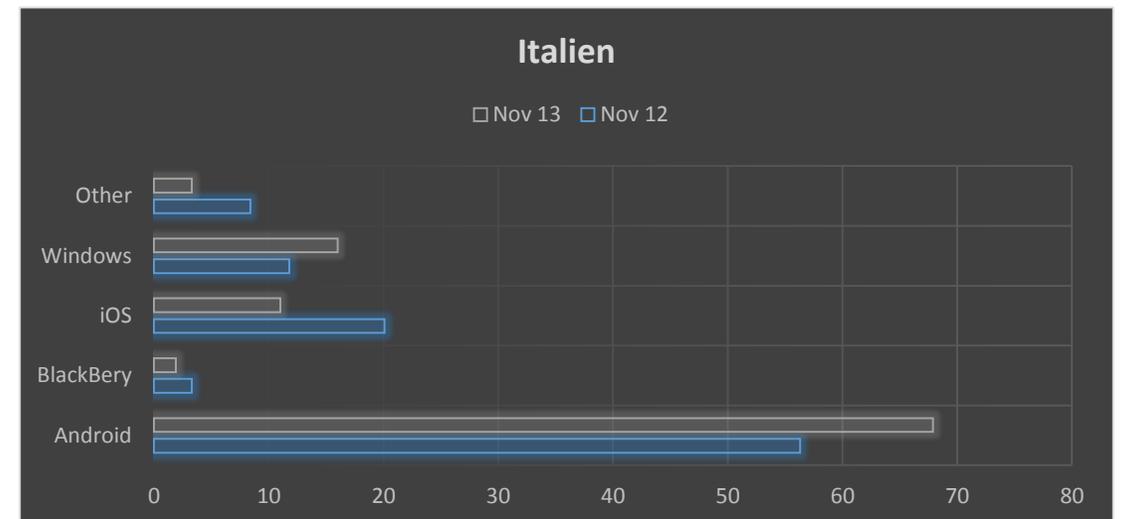
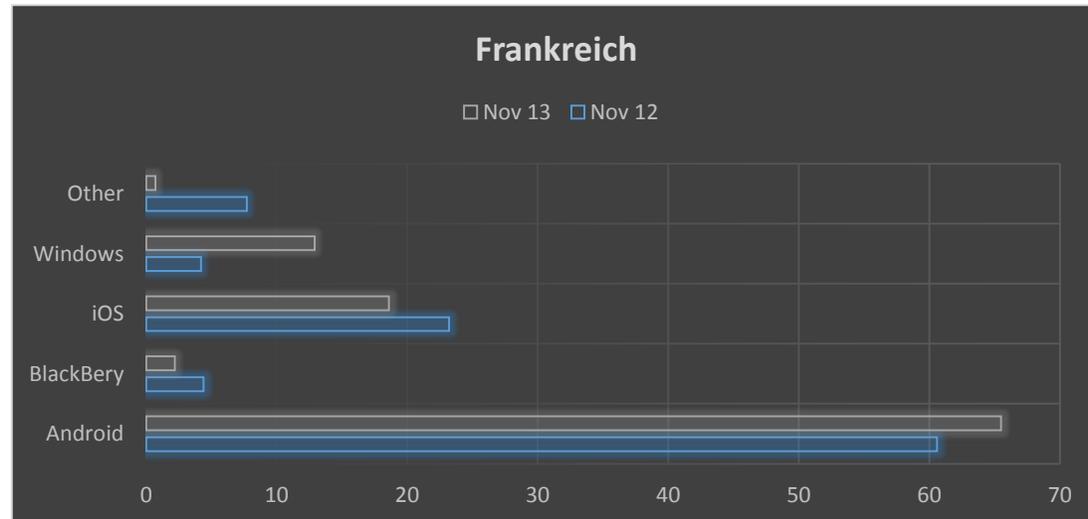
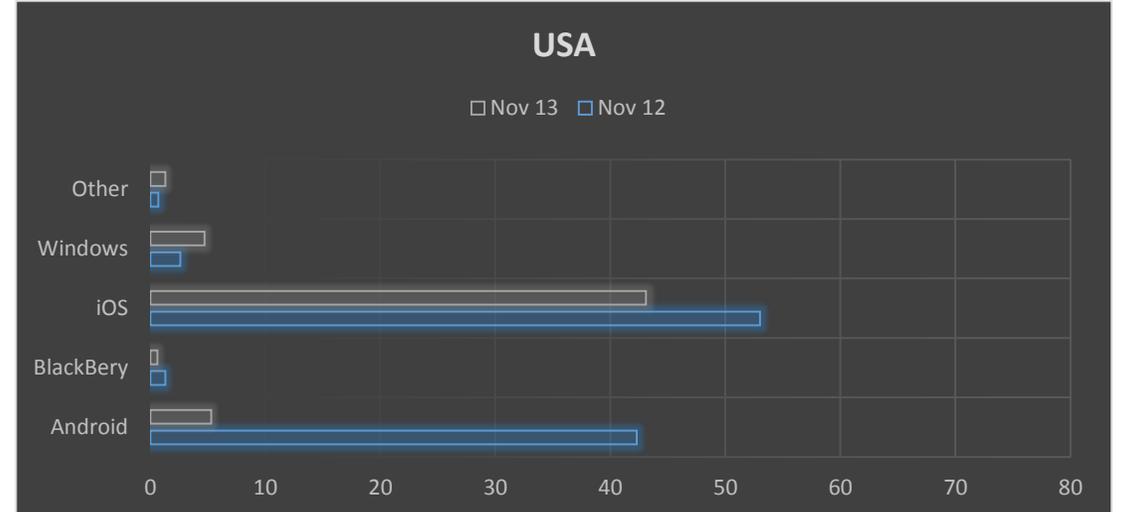
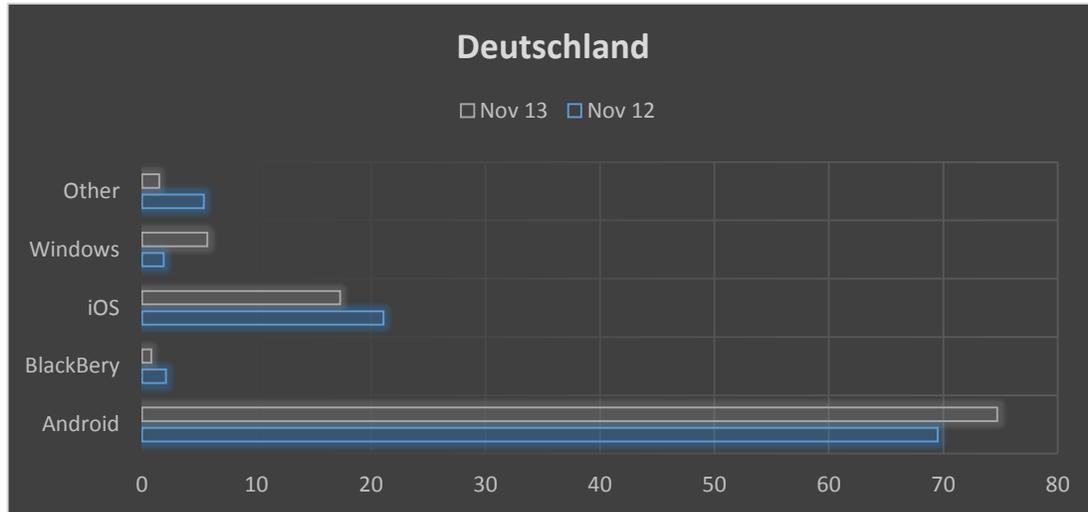
# Marktsituation

- Ein Markt von \$ 68.000.000.000 für Entwickler (2013)
- Bis 2016 soll er sich auf 143 Milliarden Dollar vergrößern

# Der Markt setzt sich zusammen aus



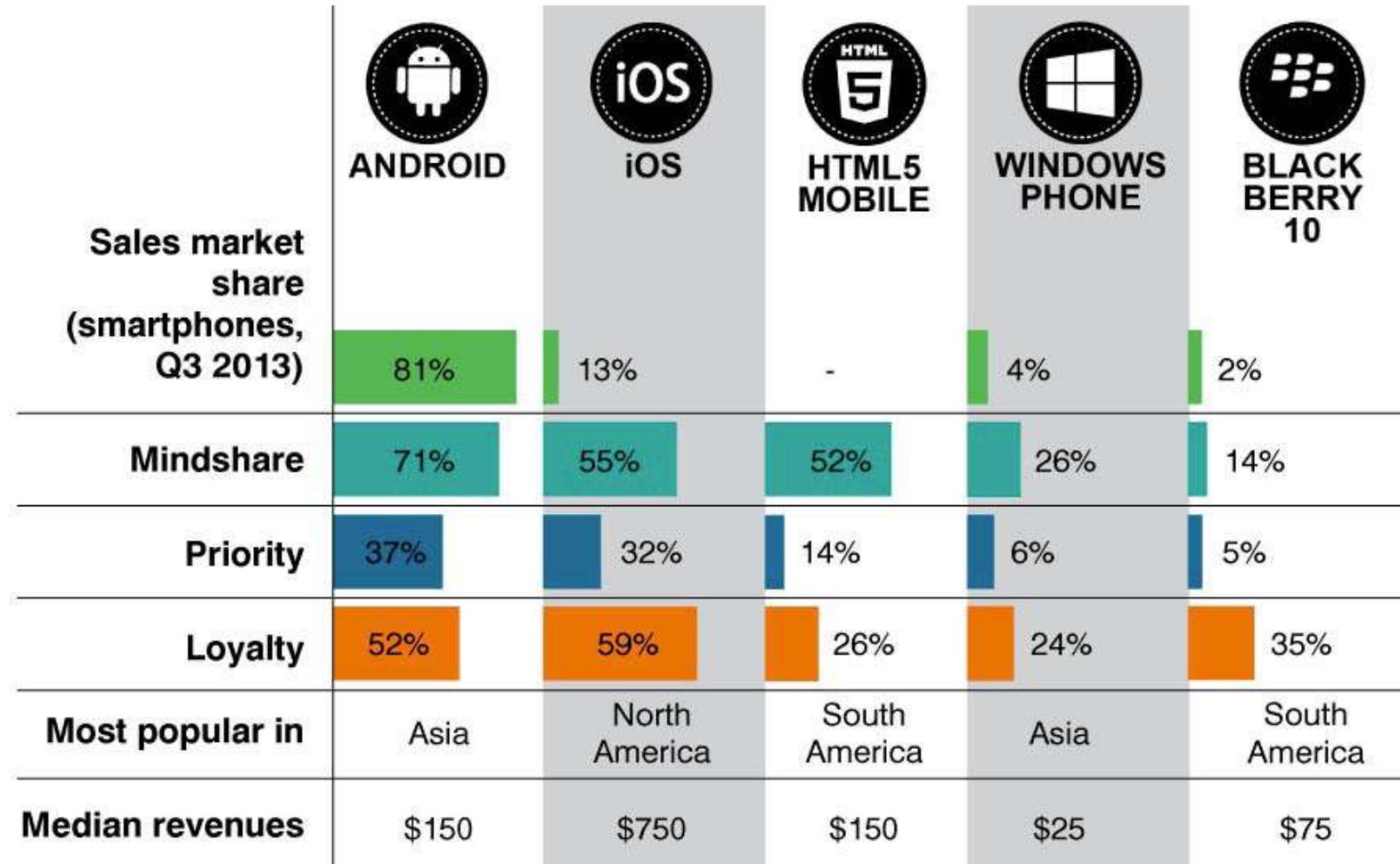
# Marketshare



# Marktsituation

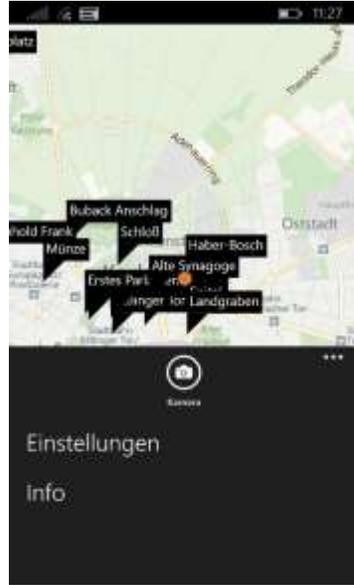
	iPhone	Android	Blackberry	Windows
Total app downloads	27.000.000.000	29.000.000.000	2.400.000.000	4.100.000.000
Percent of app users who have never paid more than \$1 for an app	45%	62%	63%	58%
Average number of downloaded apps per phone	88	68	49	57
Total number of apps in store	905	850	130	220
Total app store revenue in 2013	6.400.000.000€	1.200.000.000€	550.000.000€	950.000.000€

# Marktsituation: Viel geld bei iOS, viel Reichweite bei Android

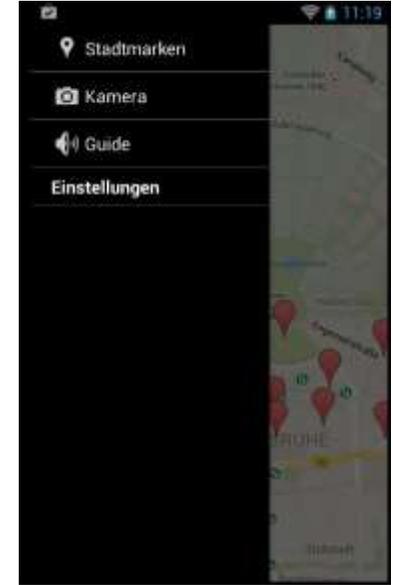
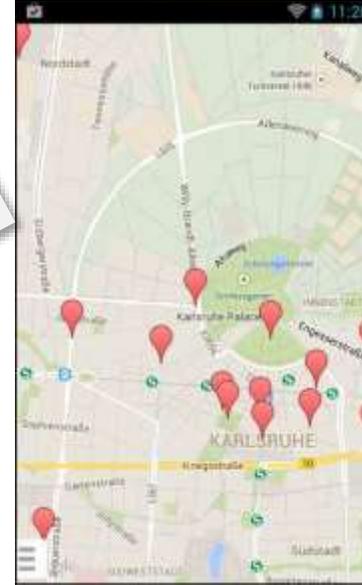


Cross-Platform Development ist notwendig

# Native Apps gehen besser



**Be Native**





[Tour](#)

[Customers](#)

[Pricing](#)

[Enterprise](#)

[Training](#)

[Developers](#)

[Support](#)

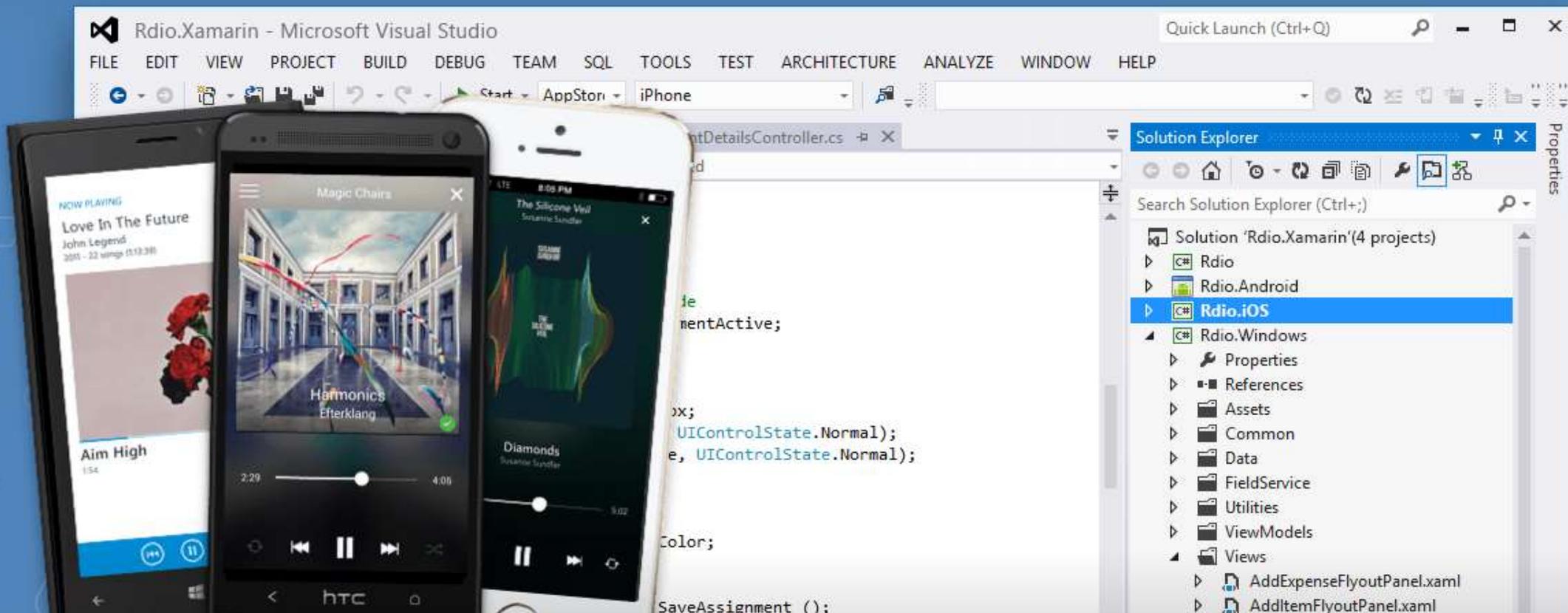
[Blog](#)

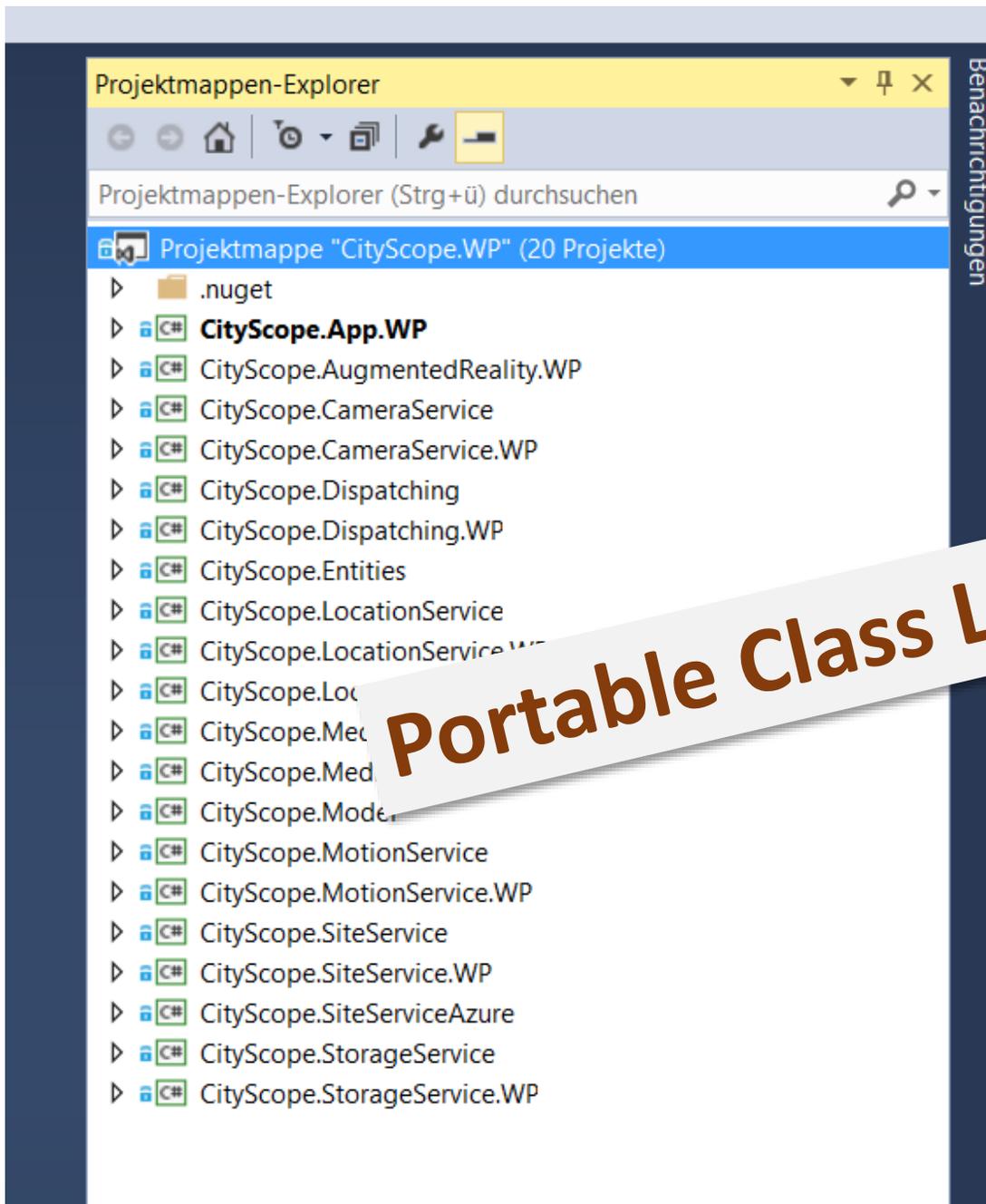
[SIGN IN](#)

# Create Native iOS, Android, Mac and Windows apps in C#.

Join our community of  
614,294 developers.

[Download Now](#) ▶





**Portable Class Library is your friend**

# Monetarisierungsstrategien



# Hauptbedürfnisse der mobilen Anwender



**Save Time &  
Save Money**



**Contact &  
Connection**



**Killing Time**

# Zwei Kategorien von Apps



**Payed App**



**Wird nicht mehr gut angenommen**

# YouTube+

**Payed App mit Trial**

**70x mehr Downloads**



Write a review



43 ratings

\$2.99

Buy

Try

When you install an app, you agree to the Terms of Use and any additional terms.

## Overview

YouTube+

popular



Amazon Crewell, U.S.



# In-App Purchase

72% der Top 200 apps in USA

Bestätigen Sie Ihren In-App-Kauf

Möchten Sie All-Star Pack für 1,79 € kaufen?

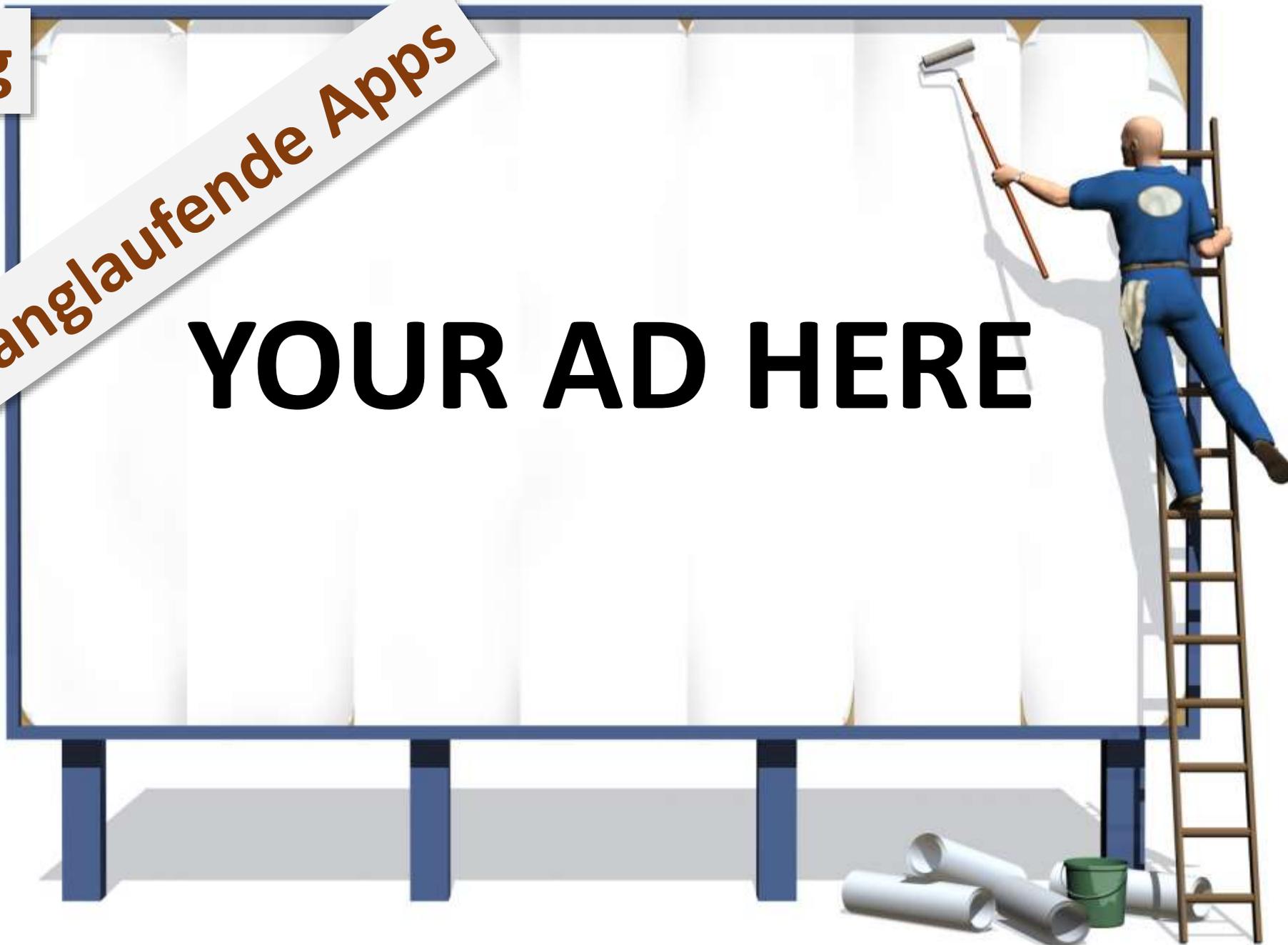
Abbrechen

Kaufen

Werbung

Ideal für langlaufende Apps

YOUR AD HERE



100.000 Downloads

10% Conversion Rate => 90.000 Test & Deinstall

60% mit Internet => 54.000 User für Werbung

5 Minuten Test

2 Impressionen/Minute möglich

100% Füllrate

eCPM = \$3

Das bringt \$1,620

7 Tage \* 3 Wochen \* 10 Min/Tag = 210 Min

100% Fillrate => 420 Impressiönen

420 Impressiönen / 1000 \* \$3 = \$1,26

10.000 User \* 60% \* \$1,26 => \$7.600

\$7.600 + \$1.620 = \$9.220

\$0,09 pro Download

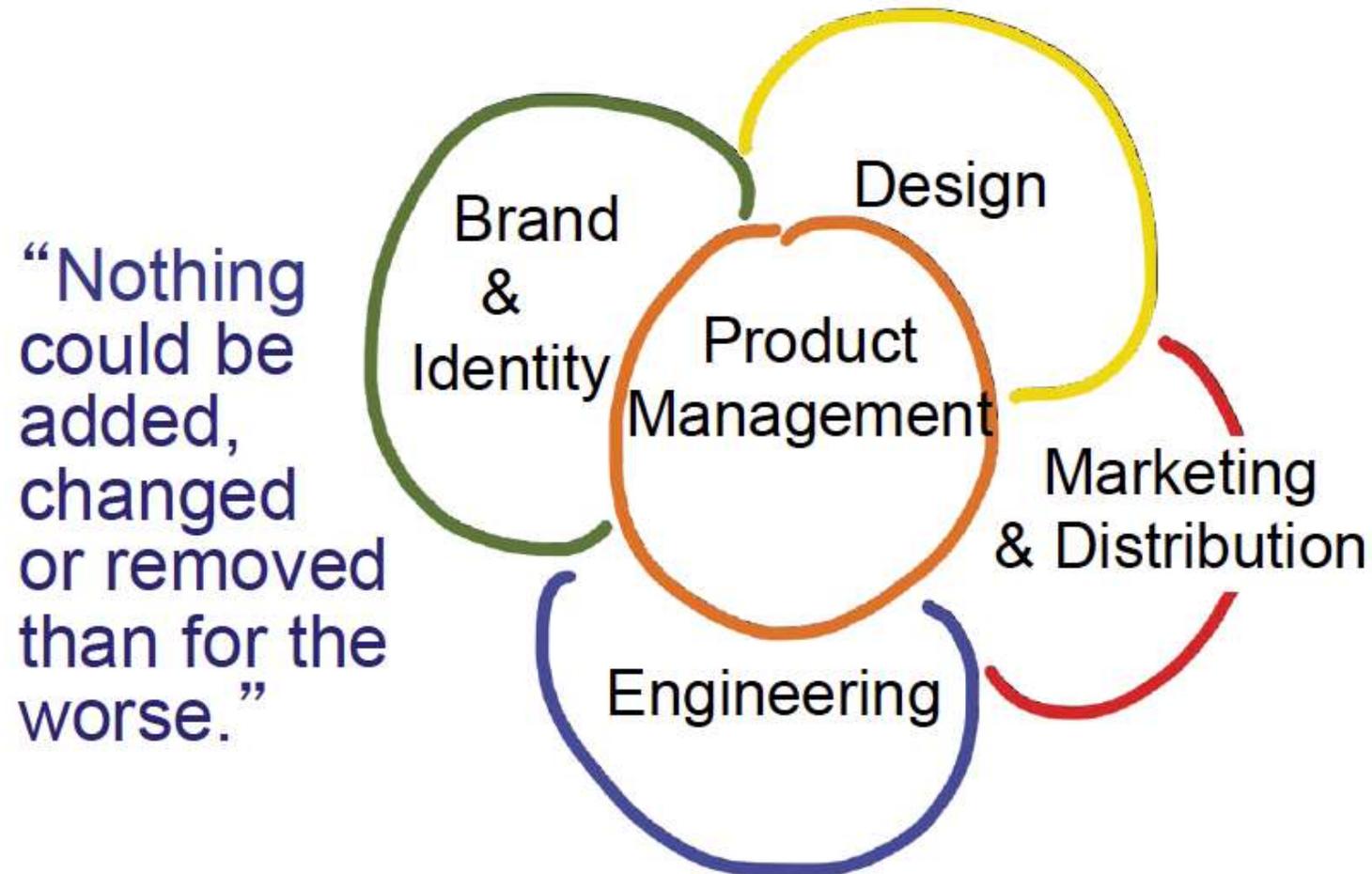
# Werbung

- Problem: Fillrate  $\approx$  10%
- Lösung:
  - Mehrere Werbe-Netzwerke
  - Auf andere eigene Apps verweisen
  - AddDuplex-Netzwerk verwenden

Nicht am ersten Tag monetarisieren!

Product Excellence als Ziel

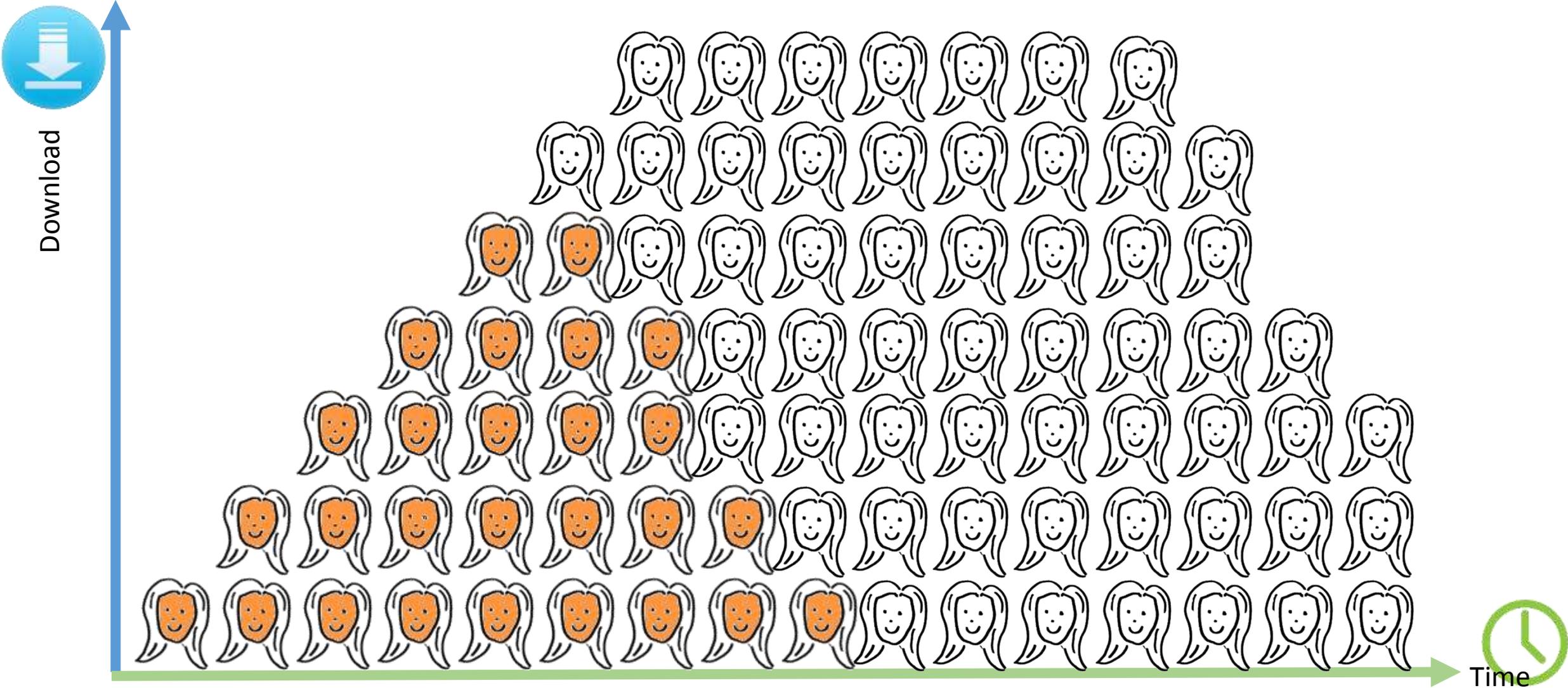
# Produkt Excellence: Definition und Bereiche



# Digital Marketing

Wichtiges Ziel: Organisches Wachstum

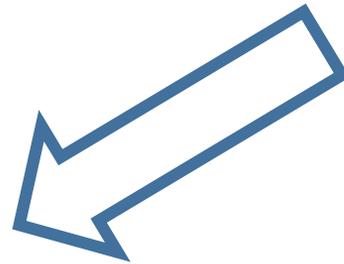
# Durch kritische Masse steigen die Downloads



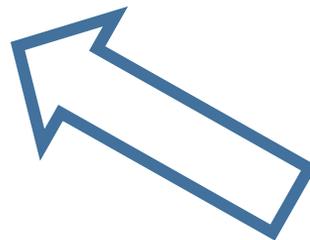
# Organisches Wachstum

- Mit Downloads steigt das Ranking im AppStore
- Die App wird sichtbar
- Die Benutzer downloaden die App
- Wichtig: Es zählt Downloads/Zeit
- Wichtig: Auch die Reviews spielen eine wichtige Rolle

# Reviews anfordern



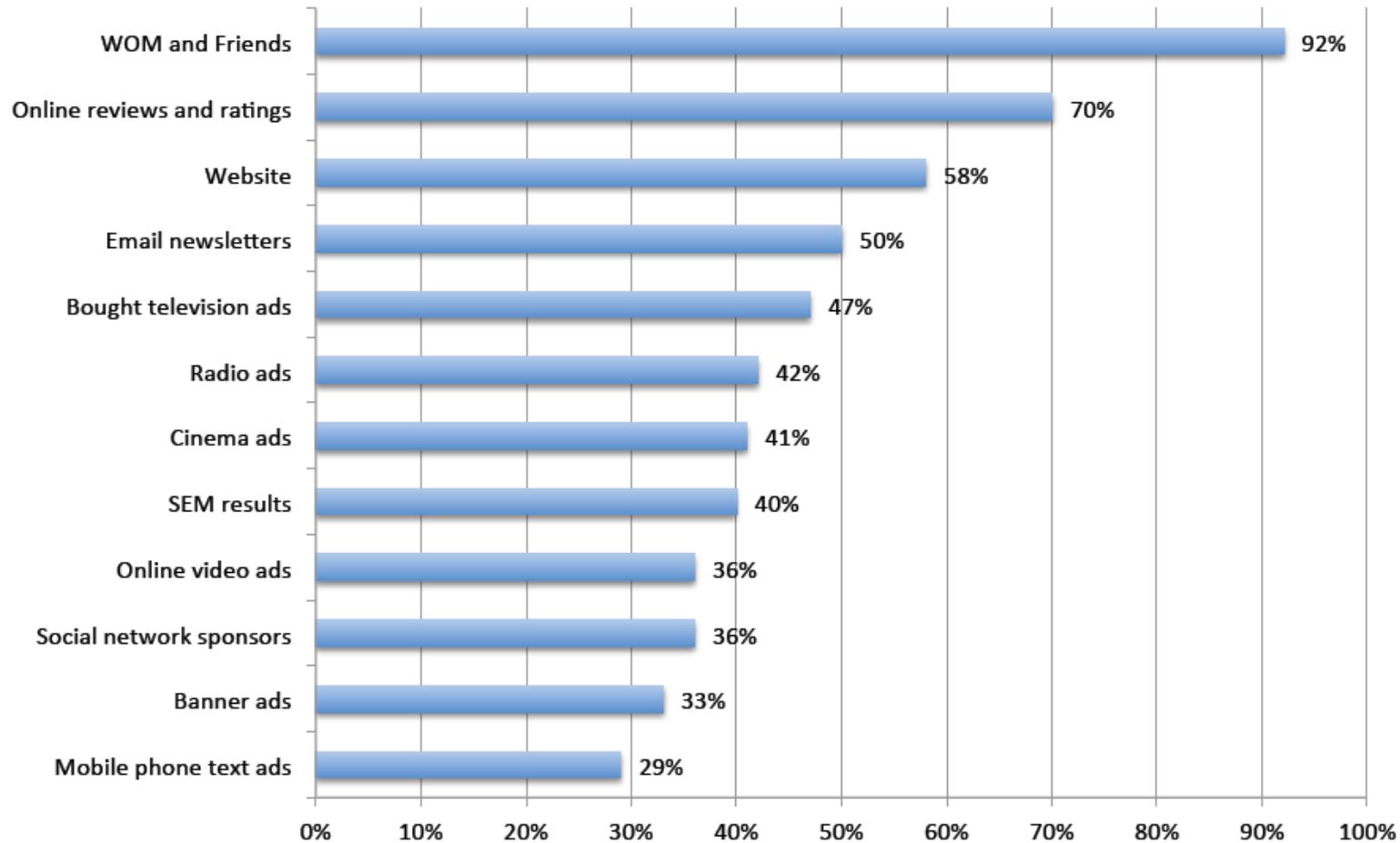
**Schlechter Feedback**



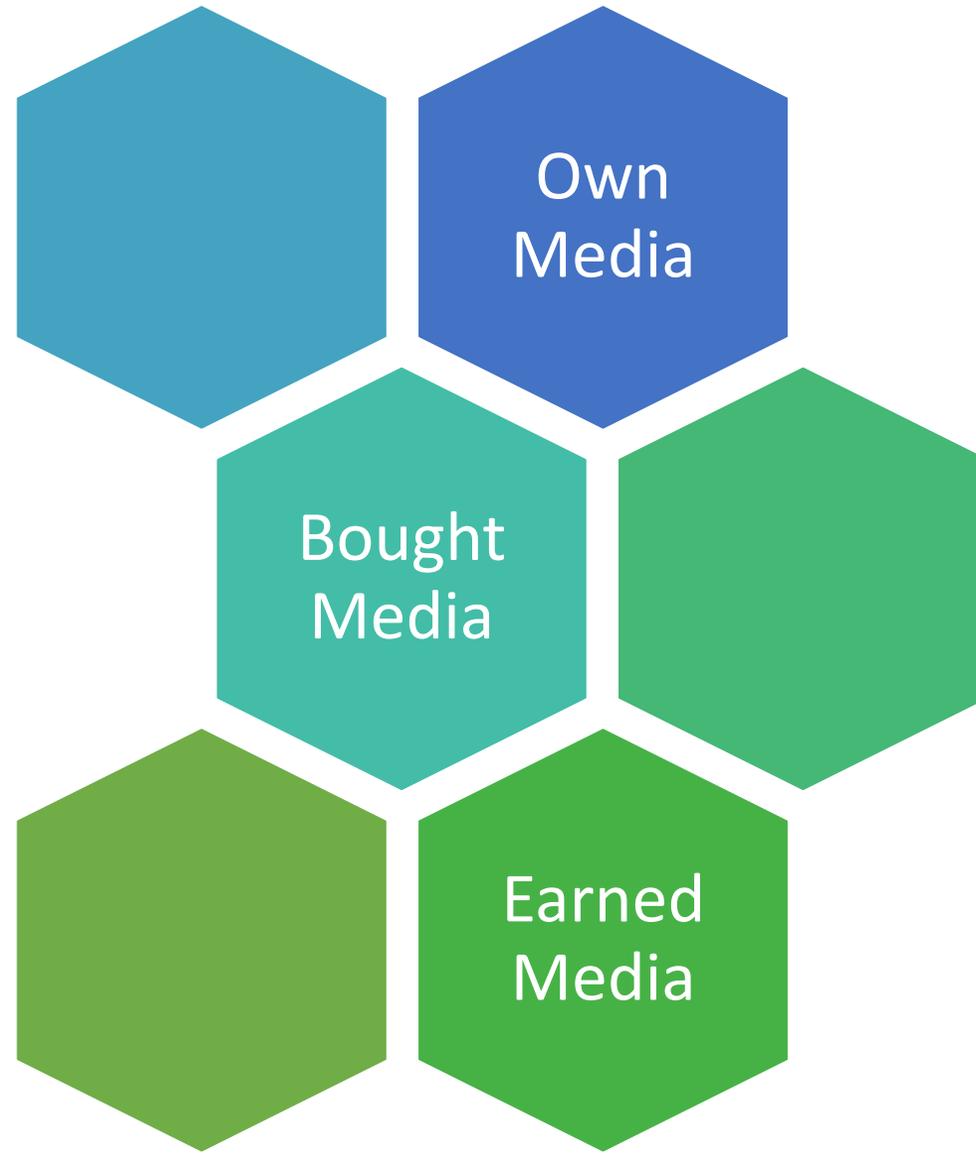
**Guter Feedback**

# Marketing

Consumer Trust in Advertising Channels



# Kategorien von Media



mobile apps



About 3,400,000,000 results (0.35 seconds)

Ads related to **mobile apps** ⓘ

**Mobile App Developer | mubaloo.com**  
www.mubaloo.com/MobileAppDeveloper  
"Mubaloo has delivered our **app** on time & to a very high standard"

**Apps On Google Play | play.google.com**  
play.google.com/about/apps  
Download Free **Apps** Instantly To Your Android Phone Or Tablet  
1,628 people +1'd this page  
Apps - Games - Movies - Books

**Mobile App Development - Custom mobile applications.**  
www.wearehathway.com  
Branded **Mobile Apps** - IOS/Android.  
Mobile App Development - Mobile Web Development - Mobile Web Design

Ads ⓘ

**Mobile App Incubation**  
www.tivix.com/  
Your idea, our technology.  
Silicon Valley experts.

**Secure Your Mobile Data**  
www.mobilesecuritymation.com/  
Is your **mobile** data secure? Read  
mation's whitepaper to find out.

**Build Vibrant Mobile Apps**  
www.microsoft.com/W8/MobileApps  
Join Us At Our Clinics To Build  
Exciting **Mobile Apps** For Windows 8!

**YouTube** **SEEM**  
itunes.apple.com/...  
The Official...  
Get it Now!  
146 people +1'd this page

**Mobile Phone with Apps**  
www.carphonewarehouse.com/apps-phone  
Compare Phone Functions & Latest  
Models Using Our Online Tool.

**Capgemini: Mobile Platform**  
www.capgemini.com/Mobile\_Platforms  
Capgemini helps you select the best  
**mobile** platform for your needs.

**We Create Mobile Apps**  
www.lombard.co.uk/

**SEEM**

**SEEM**

**SEO**

**90% of clicks**

**News for mobile apps**



**Pandora refreshes its mobile apps**  
USA TODAY (blog) - 9 hours ago  
2012 - LOS ANGELES (AP) — Internet radio company Pandora is  
adding more functionality to its **mobile apps** — showing lyrics and artist

...

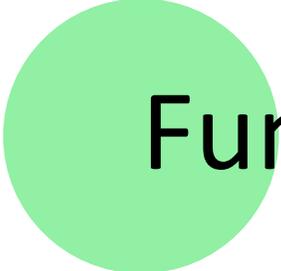
**Microsoft Takes Cover Of Mobile Software**  
Wall Street Journal - 2 hours ago  
**A Ravenous Ability to Collect Personal Data**  
New York Times - 1 day ago

**Mobile app - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/Mobile\_app  
A **mobile application** (or **mobile app**) is a software application designed to run on  
smartphones, tablet computers and other mobile devices. They are available ...

# Schlüsselwörter benutzen



Marke und Produkt



Funktionen und Eigenschaften



Nahestehende Schlüsselwörter



http://mailchimp.com/



Send Better Email | MailChi... x



Features

Pricing

Support

Blog

More

Sign Up Free

Log In



# Send Better Email

The Nom Depot | 1 Editing Help Preview and Test Save and Exit

The Nom Depot

Oyster Season

You've heard the adage "Only eat oysters in months that end in R," but what other, more modern advice

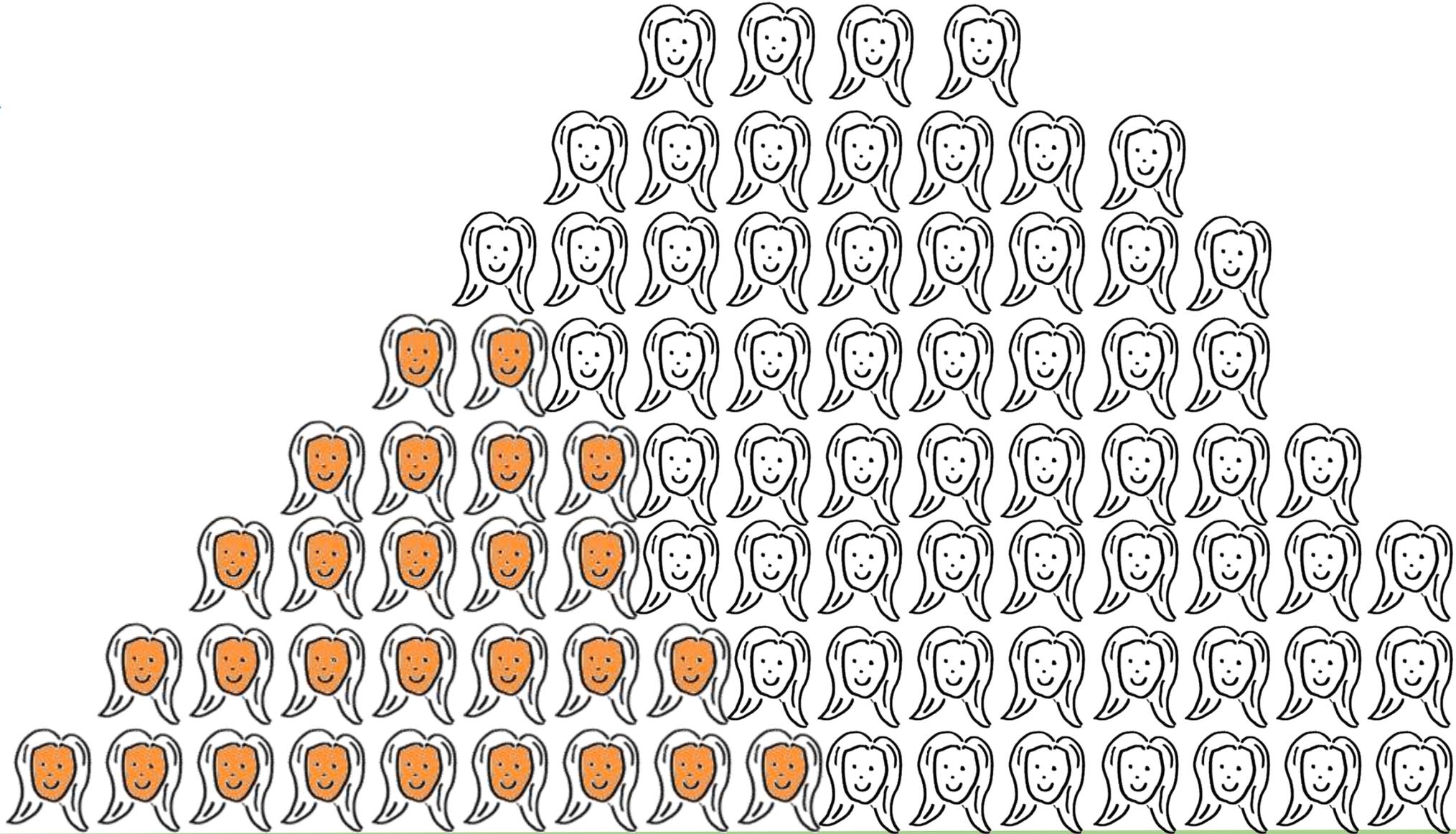
Recipients Setup Template Design Confirm



Kosten



Download



Time



1 €

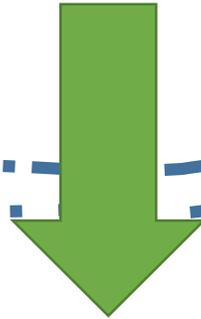


Cost per Install

0 €

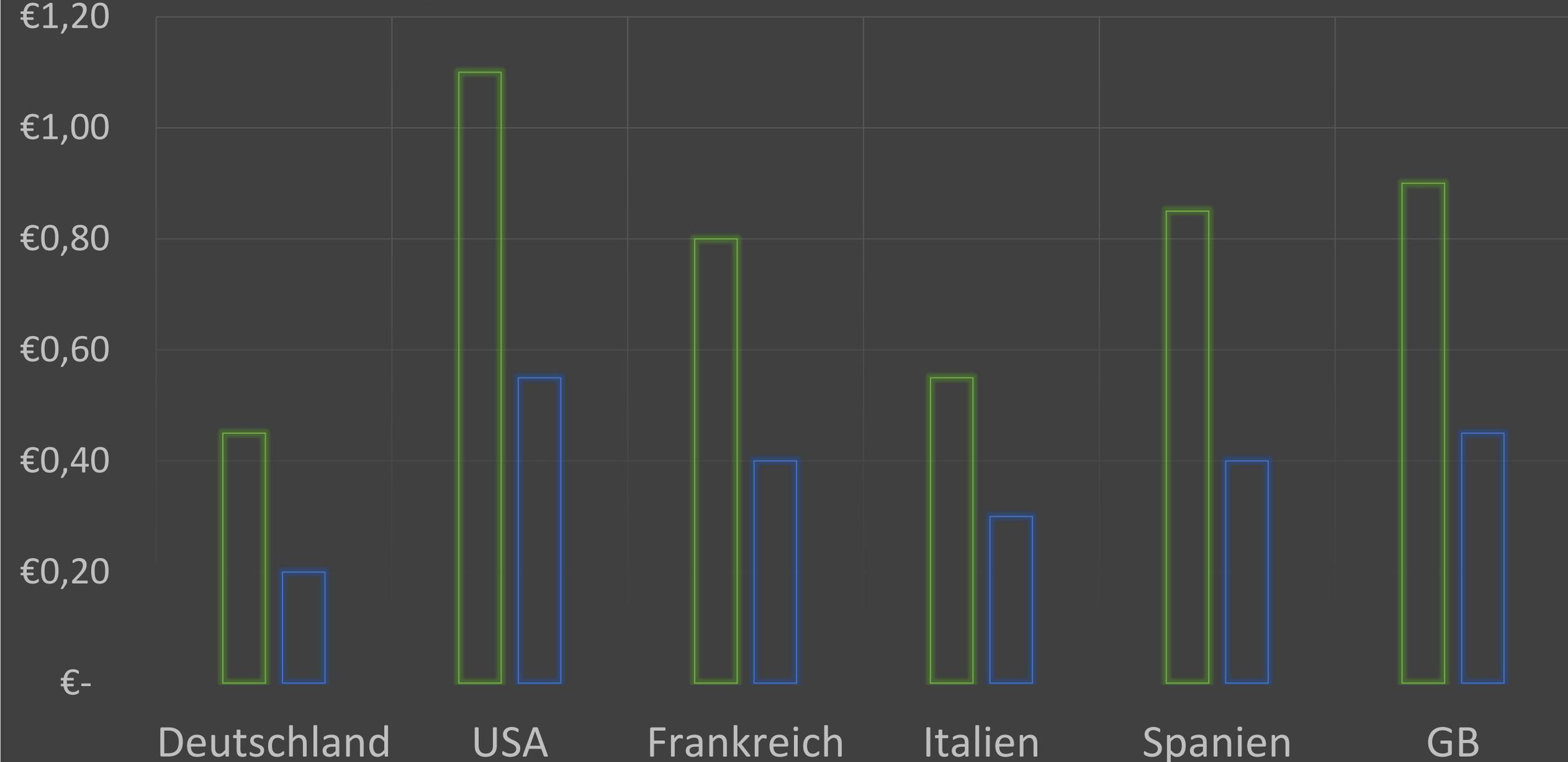


Organic Install

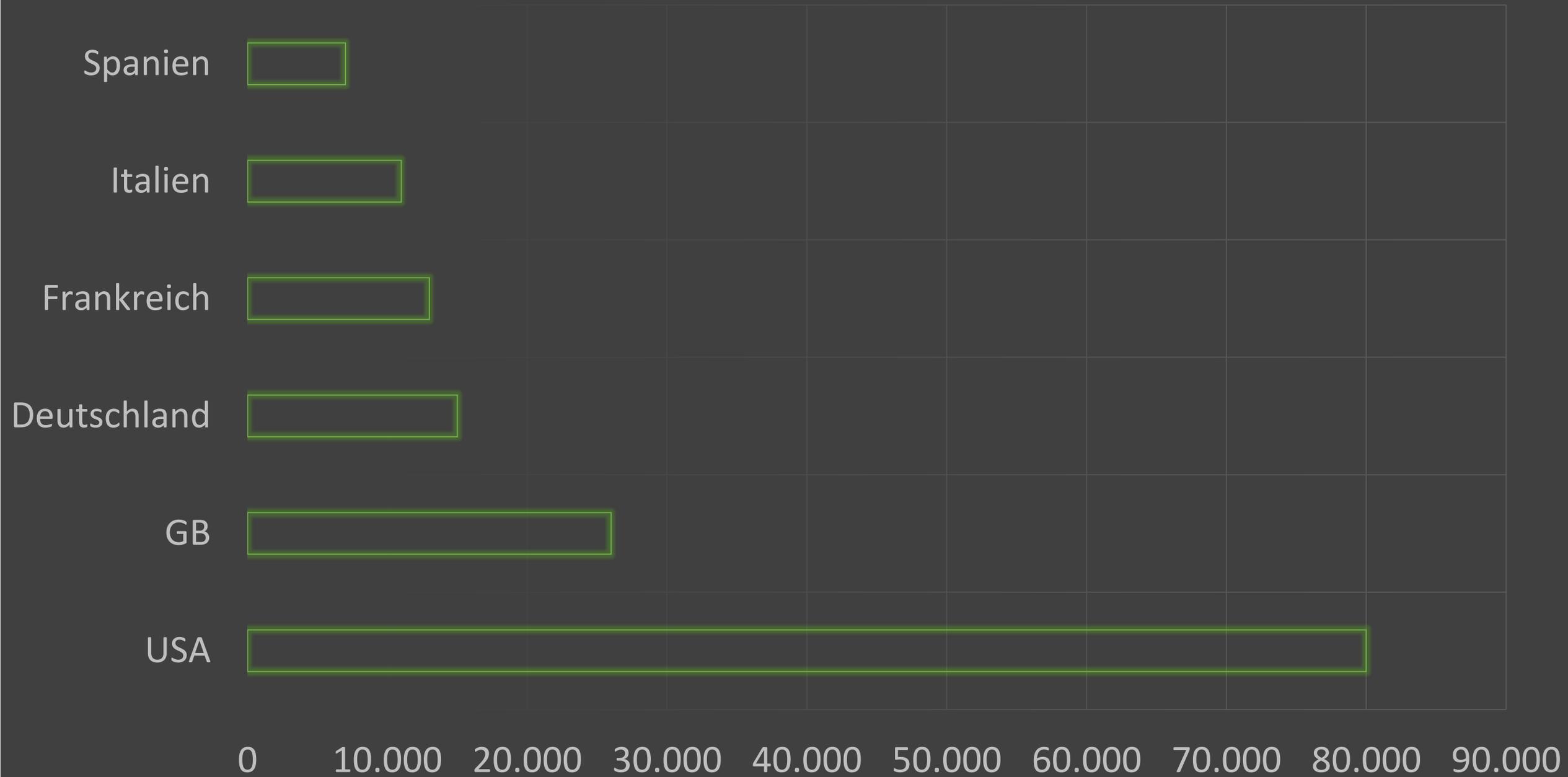


Effective cost per Install => 0,5 €

# Average cost/install vs. Effective cost/install

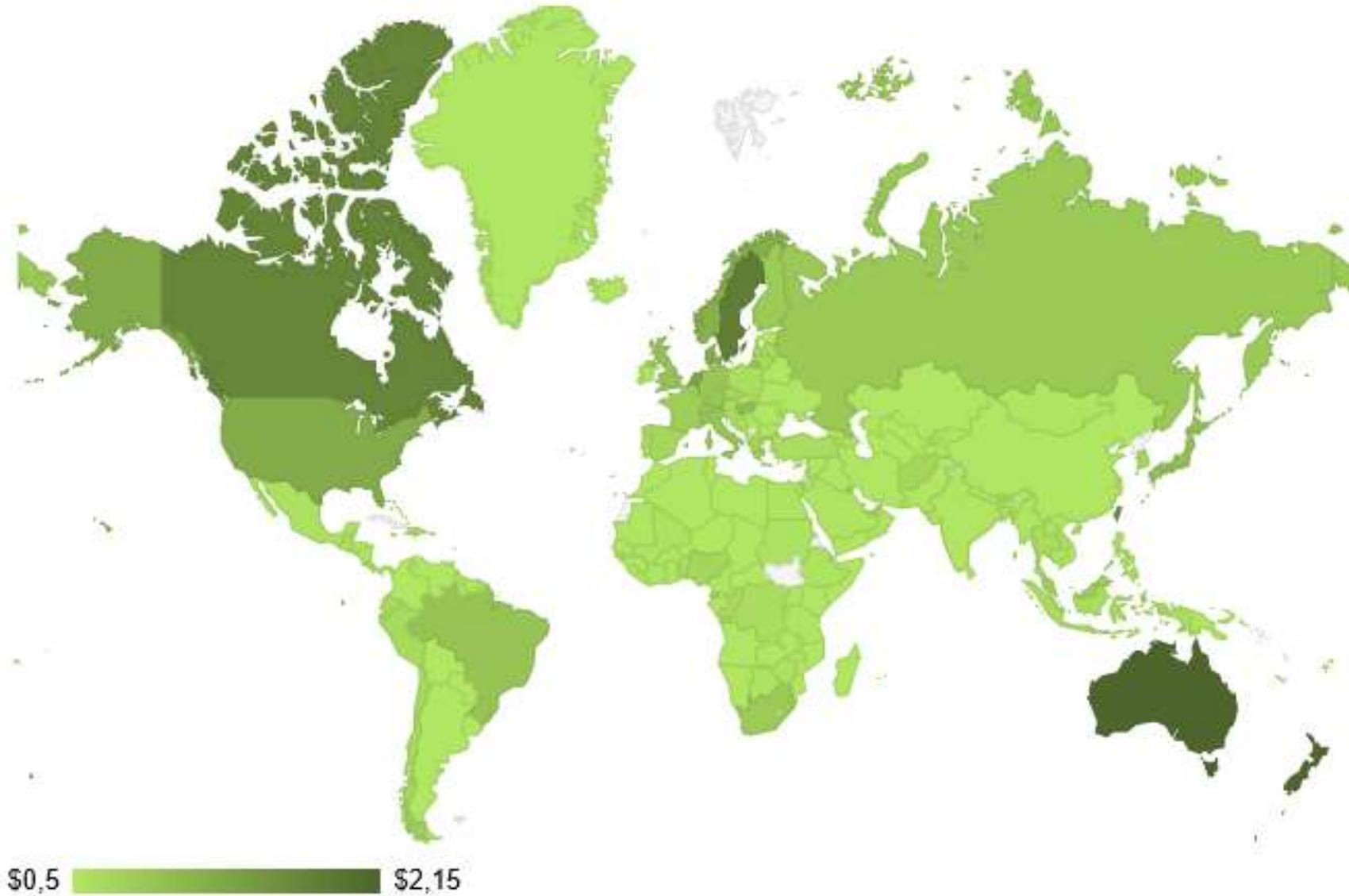


# Anzahl der Downloads für Top 10





# Google Play Average CPI - April 2014



Branding

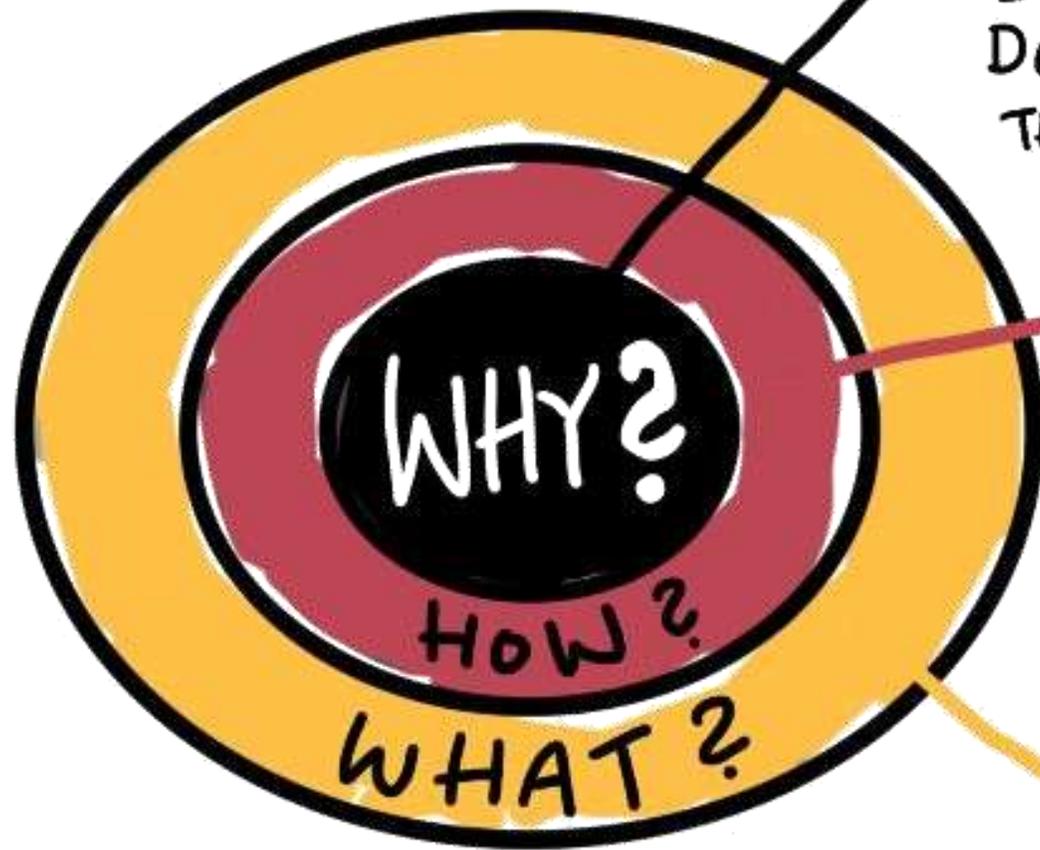
Aufmerksamkeit gibt es nur für was neues!

# Was ist Ihre Assoziation?



Einzigartige Kategorie finden

# GOLDEN CIRCLE



WHY DO YOU DO WHAT YOU DO? WHAT'S THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT THE HELL DO YOU DO?

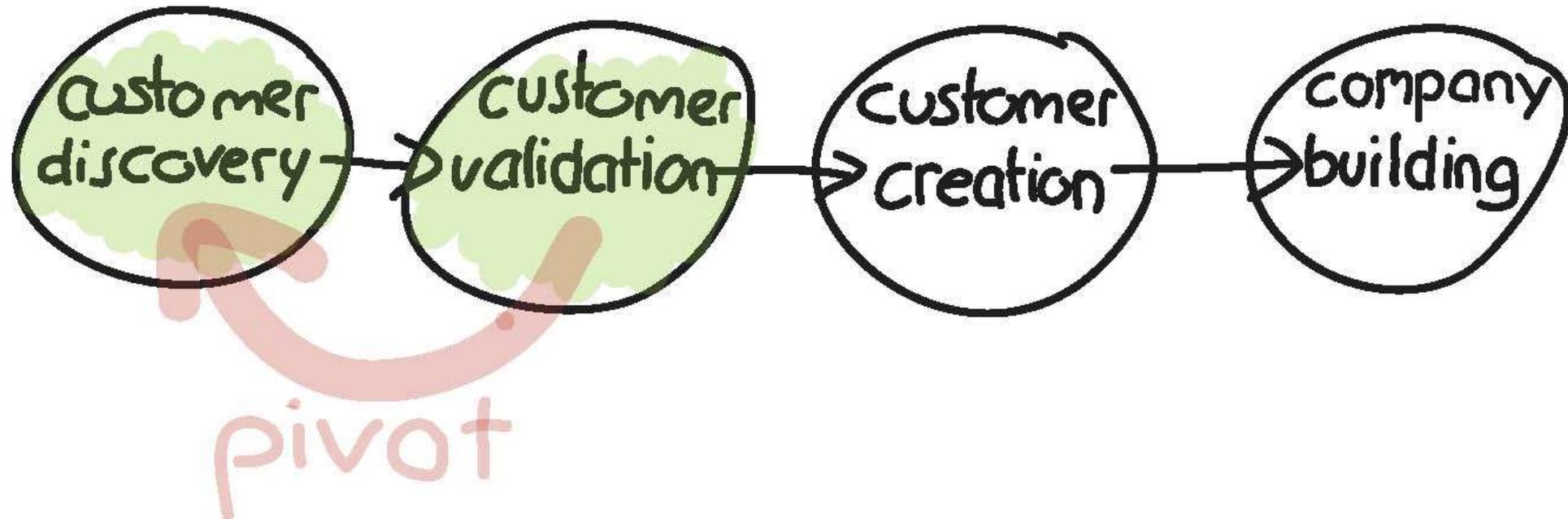
IDEA: SIMON SINEK

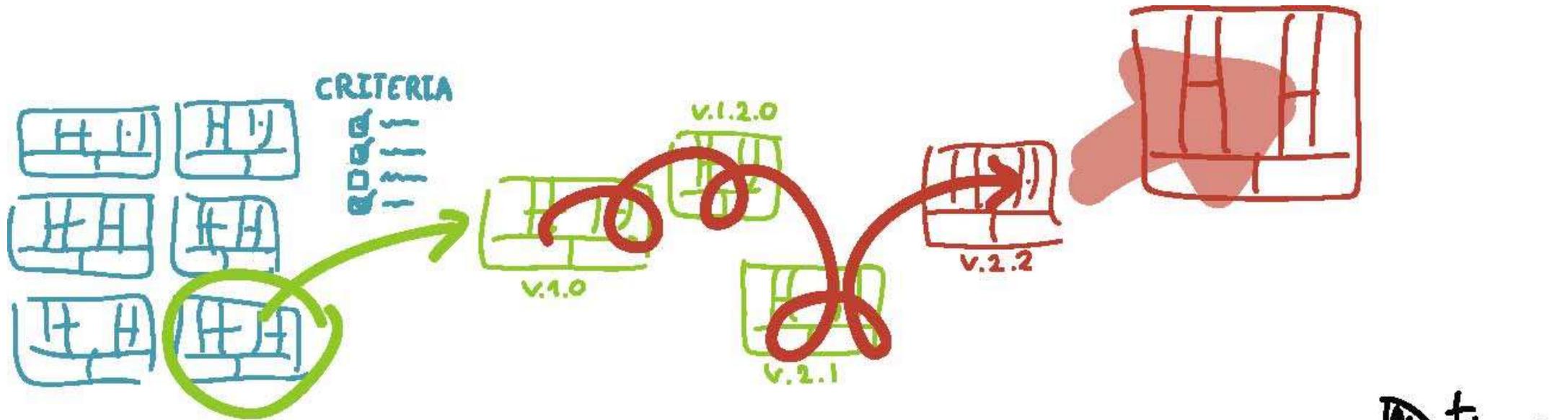
# Golden Circle Regel

- Die meisten Firmen kommunizieren von Außen nach Innen
  - Sie erklären zuerst was sie machen
- Die erfolgreichen Firmen kommunizieren von Innen nach Außen
  - Sie erklären warum sie was machen
- Merke: Martin Luther King sagte „Ich habe einen Traum“
- Merke: Er sagte nicht „Ich habe einen Plan“

Business

# Customer Development als Strategie

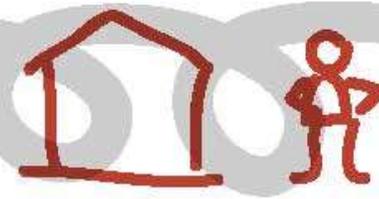
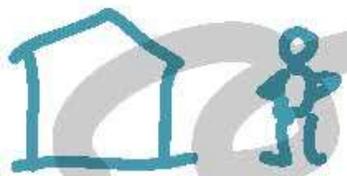




DESIGN

ITERATE/PIVOT

SCALE



continuous customer interaction: "get out of your building"

Alles messen, was man messen kann!

**FLURRY** SOLUTIONS SUPPORT BLOG ABOUT FLURRY LOG IN SIGN UP

# FLURRY MEASURES

INDUSTRY LEADING MOBILE ANALYTICS - FOR FREE

- FLURRY FOR ADVERTISERS
- FLURRY FOR PUBLISHERS
- FLURRY ANALYTICS

Google Analytics Features Resources Access Google Analytics

Home Why Google Analytics Mobile App Analytics Grow with Premium

## Made for mobile apps

"Google Analytics was a vital part of our app development process. It enabled us to identify areas of improvement and maximize success in market."  
Patrick Bergman, Business Development Manager - Certain Affinity

READY TO USE MOBILE APP ANALYTICS?

[Download the SDK](#)

[View Mobile App Documentation](#)

We've re-imagined app analytics from the ground up for today's always-on world. Mobile App Analytics measures what matters most at all key stages: from first discovery and download to in-app purchases. You'll get a clear view you can act on to make users happier — and to make your app a success.

**PIWIK**  
Open Analytics Platform

- Learn more
- Community
- Help
- Marketplace
- Developers
- Hosting
- About
- Blog

# Liberating Web Analytics

Piwik is the leading open source web analytics platform that gives you valuable insights into your website's visitors, your marketing campaigns and much more, so you can optimize your strategy and online experience of your visitors.

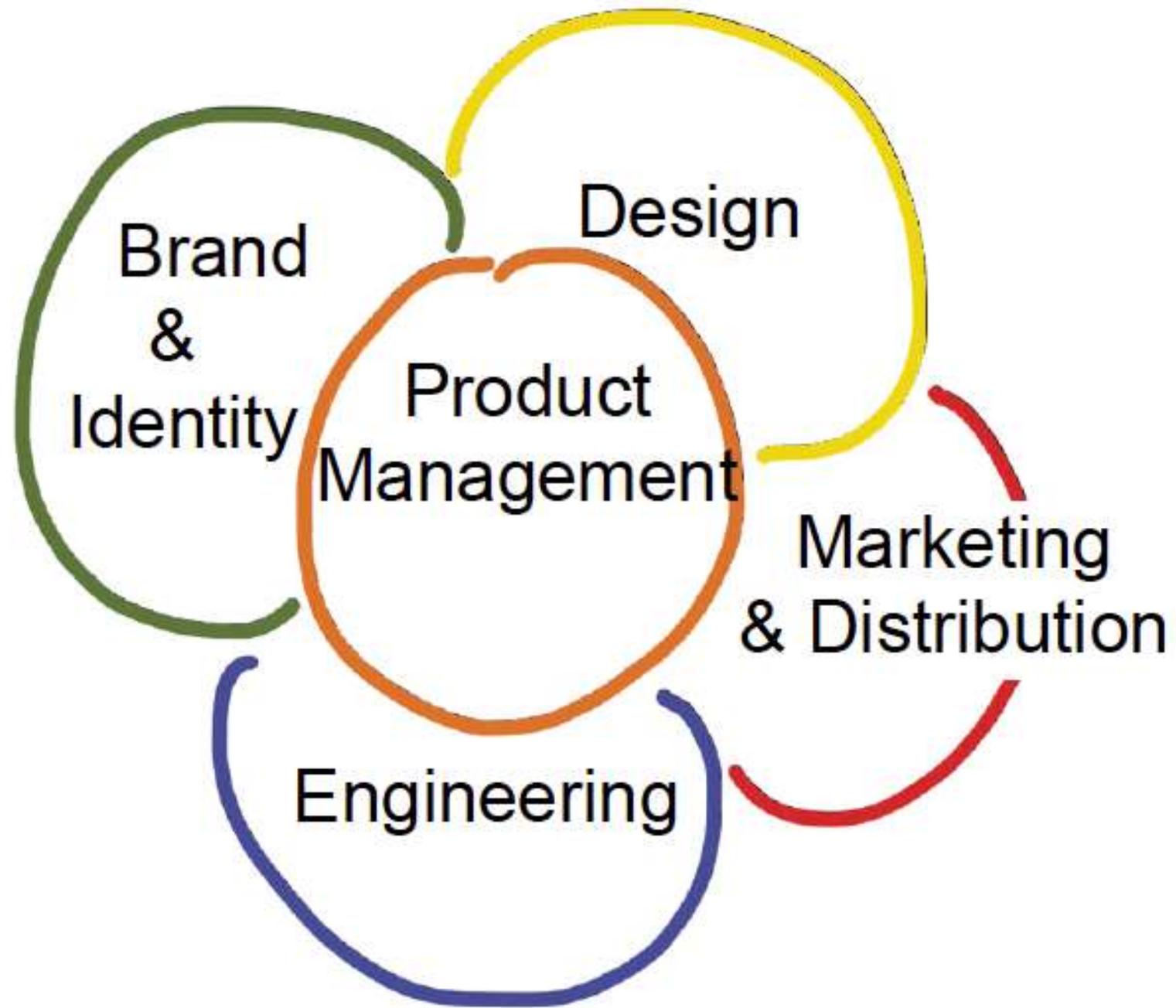
[Download Piwik Now](#)

Piwik has been downloaded

**1,768,185**

Download Demo

Search Piwik





# Hallo .NET-Community...

DIE BESTEN GESPRÄCHE HAT MAN FERNAB EINER FESTGELEGTEN AGENDA, BEI EINEM KAFFEE UND BEIM "DU".





# beim .NET Open Space Süd 2014

DIE BESTEN GESPRÄCHE HAT MAN FERNAB EINER FESTGELEGTEN AGENDA, BEI EINEM KAFFEE UND BEIM "DU".





# in Karlsruhe

DIE BESTEN GESPRÄCHE HAT MAN FERNAB EINER FESTGELEGTEN AGENDA, BEI EINEM KAFFEE UND BEIM "DU".





19. Juli 2014 - 20. Juli 2014

Sonderkontingent für Karlsruher

<http://nossued.de/>

DIE BESTEN GESPRÄCHE HAT MAN FÜR SICH ERHALTEN, BEI EINEM KAFFEE UND BEIM "DU".





ENTWICKLERTAG

meet the SPEAKER  
@speakerlou

**Vielen Dank**



1. OG DIREKT ÜBER DEM EMPFANG