

# Mobile Apps Business Market and Models

# Why mobile apps?

No doubt anymore that mobile apps are going to be big

Analysts predict that mobile apps will be a \$52 Billion market by 2016

Over 50% of US consumers have a smartphone.

Mobile devices are outselling standard computers

# Today there are 4 basic market models for apps

Paid

Ad Supported

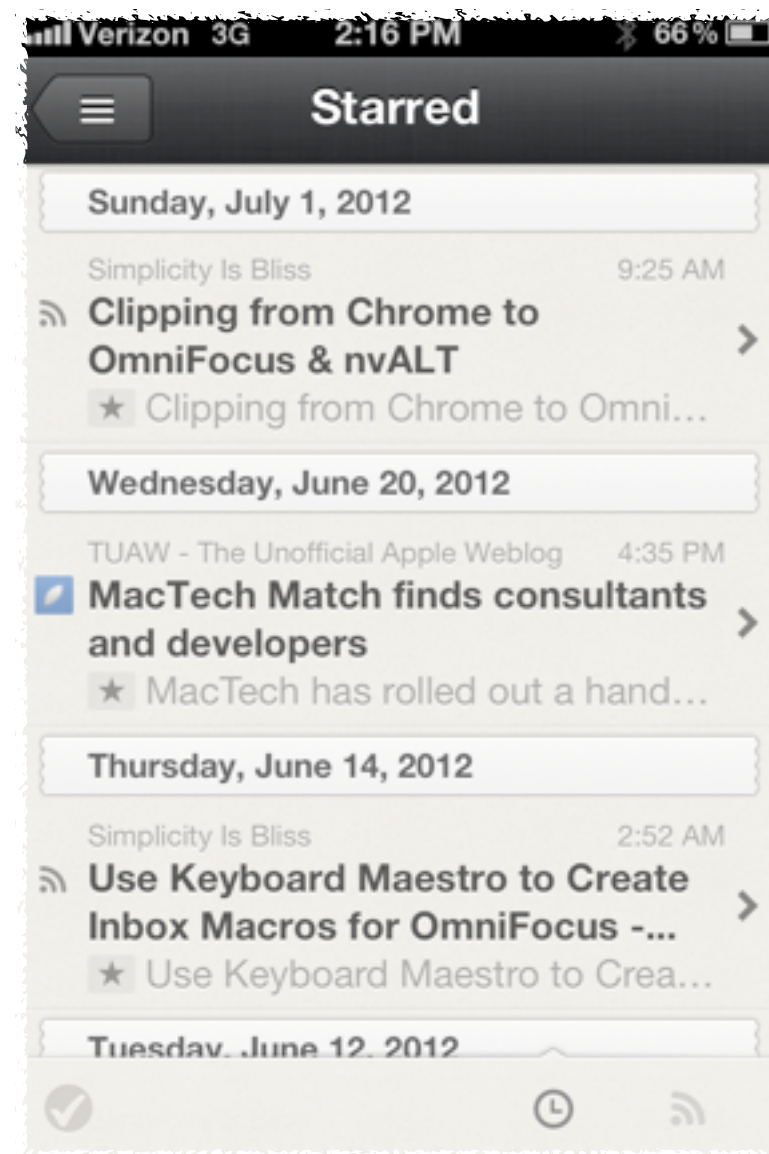
Freemium

Subscription Based

More unique models

# Paid

Set a price and sell

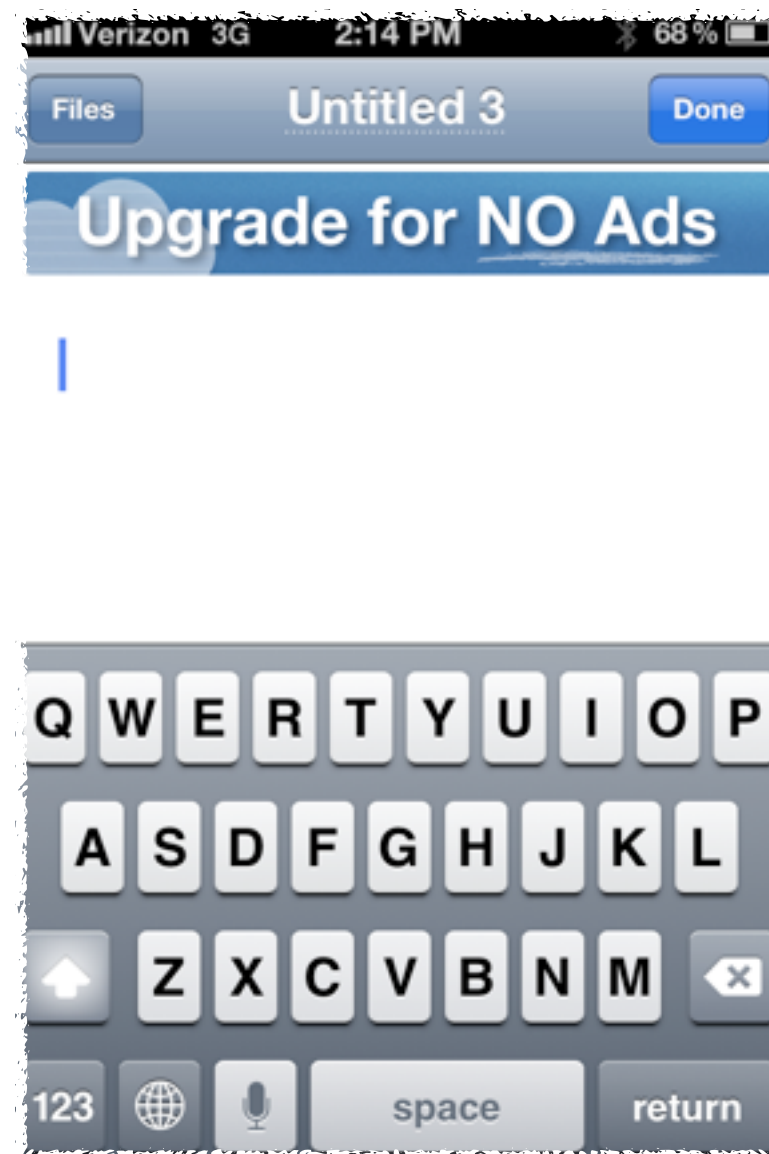


Reeder

# Ad Supported

Distribute app for free,  
but include ads from a  
network

Earn a percentage of  
what the advertisers pay  
the network



Nebulous Lite

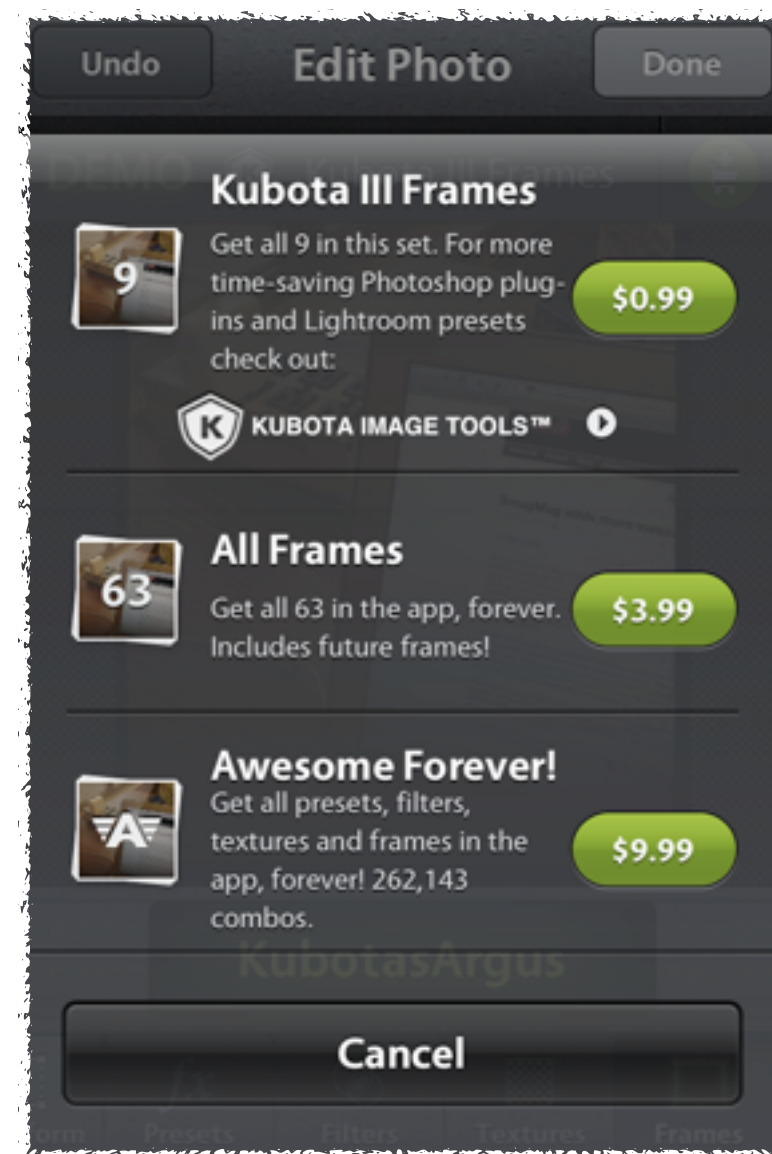
# Freemium

Distribute app for free

Have in app purchases to make money

One time use items

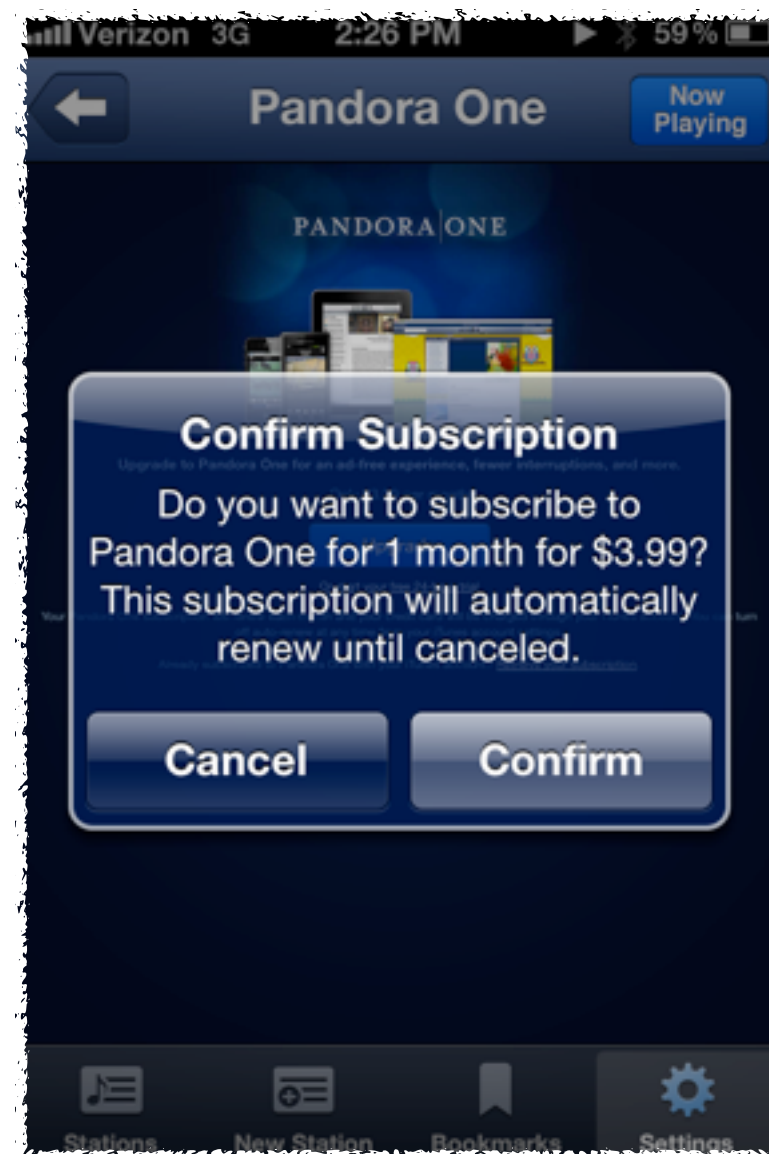
Non-replenishables



Camera Awesome (SmugMug)

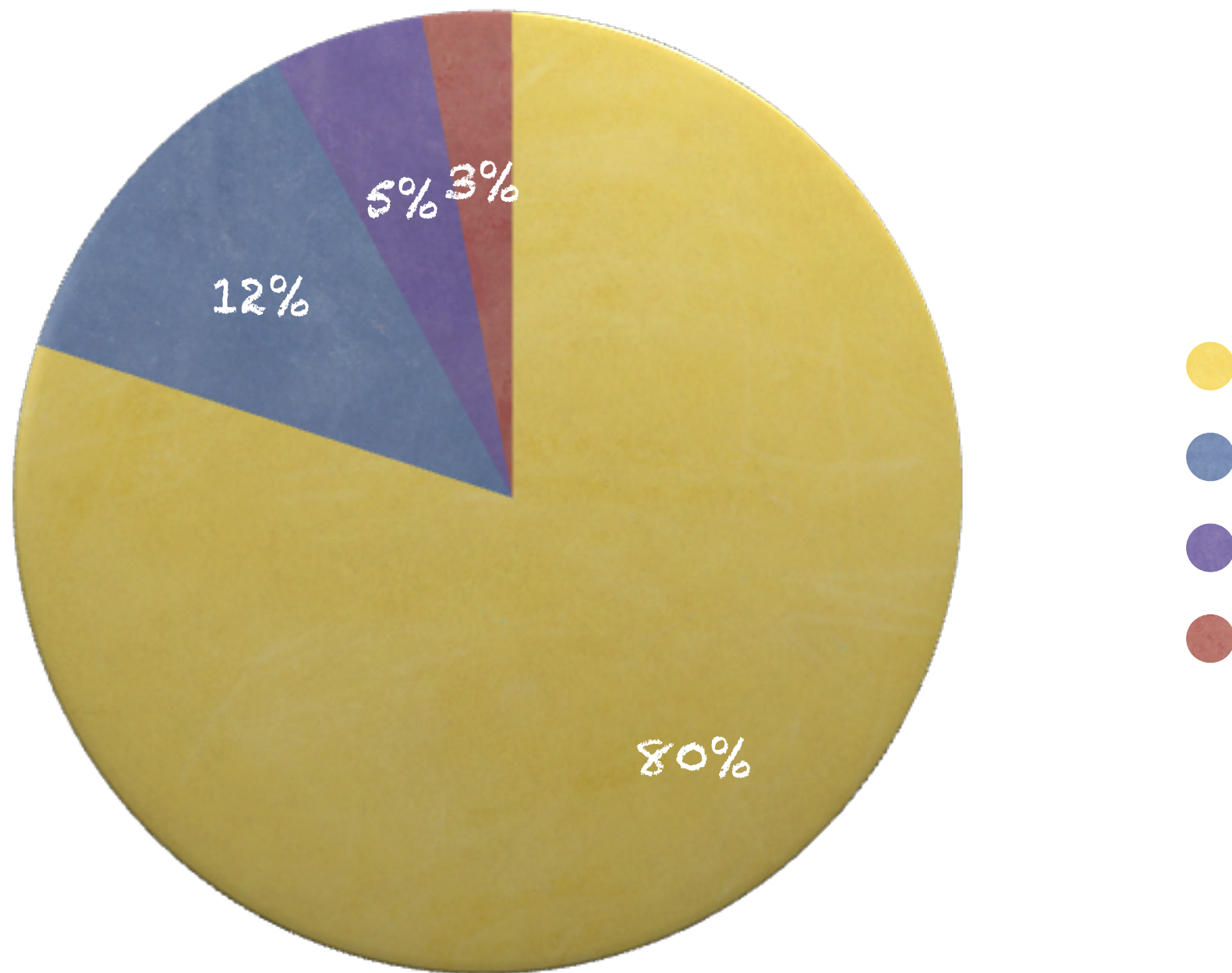
# Subscription Based

Distribute app for free  
but user has to pay for  
content on a  
subscription model



Pandora

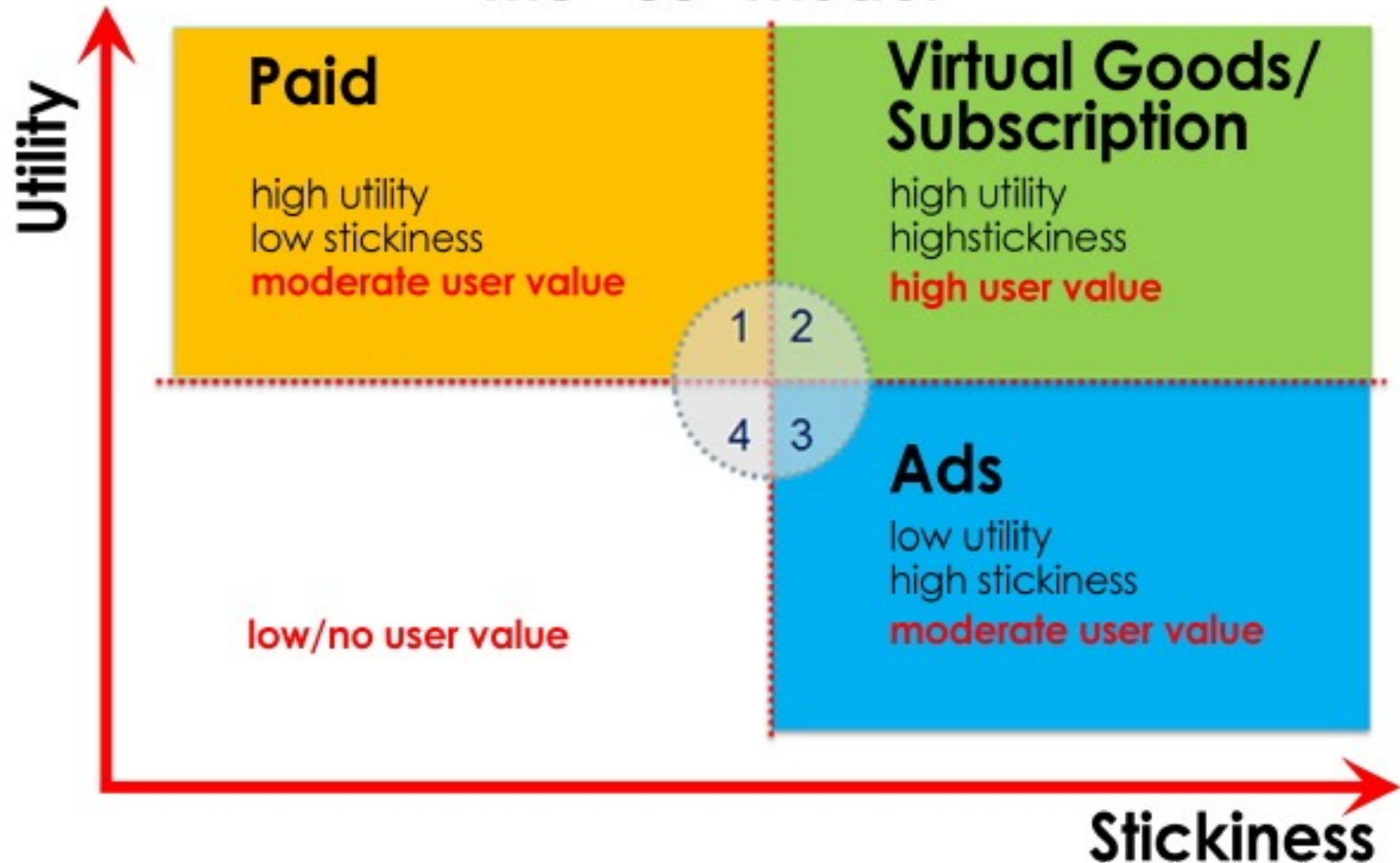
# Where does the money go?





# Which model?

## The “US” Model



Other ways to make  
money with Apps

# Freelance

Develop application for others to sell

You don't have to come up with the ideas or marketing

You usually don't have any right to the source code afterward

Only make a fixed price

Search Jobs

iOS app

Go

## iOS app Jobs

Expand All

(1 - 25 of 640 results) | 32,944 new jobs in the last 15 days |  [Subscribe](#)Sort By: [Posted Date](#)

## Narrow Results

## ▼ By Job Category

All

## ▼ IT &amp; Programming

☒ [Mobile Applications](#) (640)☐ [Software Application](#) (36)☐ [Web Programming](#) (29)☐ [Other IT & Progra...](#) (14)☐ [Database Development](#) (4)☐ [User Experience D...](#) (2)☐ [Flash & Flex Anim...](#) (1)☐ [Technical Support](#) (1)☐ [Testing & QA](#) (1)☐ [Website Design](#) (1)► [Design & Multimedia](#)► [Sales & Marketing](#)► [Admin Support](#)► [Engineering & Manufact...](#)

"iOS app" x

IT &amp; Programming x

Mobile Applications x

Hiring Open x

[Save](#) | [Clear](#)

## Iphone / Ipad App

**Fixed Price: \$20 - \$3,000** | [Mobile Applications](#) | Posted: 31 minutes ago | Ends: 14d, 23h | [0 Proposals](#)

N/A Job description: I need a Iphone / Ipad app designed to sell on the apple app store. The app will have to incorporate google maps like the apple app "Find Friends" Specified OS: latest iOS for the apple Iphone a... ▼

Skills: [iPhone](#), [iPad](#)    [smoot](#),  [Australia](#)

## iPad App: Retail Point of sale system (POS system)

**Fixed Price: Not Sure** | [Mobile Applications](#) | Posted: 1h, 31m ago | Ends: 14d, 22h | [3 Proposals](#)

Who we are: We are a retail point of sale system (POS) company, we sell POS software to our customers in Singapore. Our web based software is developed using PHP and MySQL. Our software is currently working with USB ... ▼

# Start company making apps for others

Similar to freelancing but on a larger scale

Your own marketing

More profit

Expected to handle more of the  
development process

## Why Us? Because..

Our clients include top Fortune 500 companies  
2 of our apps have been featured, no. 1 in the App Store  
5 of our apps are in the top 50 in their category  
We have also created an app with over 1 million downloads!

[View our portfolio and clients >](#)

Le MERIDIEN

STANFORD  
UNIVERSITY

starwood  
Hotels and  
Resorts

BUD LIGHT



Foot Locker

SAFEWAY  
Ingredients for life..

Genentech  
IN BUSINESS FOR LIFE



## Mobile App Development Company

Y Media Labs is an award-winning mobile strategy and application development company. Our goal is to help our clients achieve their business objectives through the power of mobile technology. We work on all major mobile platforms with a special emphasis on iOS, Android, and Blackberry app development.

[> View Our Team](#)

[> View Our Work](#)

### Our Clients

SAFEWAY



Genentech

BBC

[> YMedia Blog](#)

[> Tweets](#)

Credit Karma app developed by Y Media Labs [bit.ly/ymedialabs](http://bit.ly/ymedialabs) ranks in the Top Free App Finance Category. TechCrunch [bit.ly/ckym1](http://bit.ly/ckym1) 23 Jul

Y Media Labs [@ymedialabs](https://twitter.com/ymedialabs) voted No1 Mobile App Development Company by independent research company. [bit.ly/sourcingline](http://bit.ly/sourcingline) 17 Jul

[> Testimonials](#)

# B2B

Design apps for a specific purpose

Sell to a specific industry

You create an app that can be used by businesses and sell it directly

Keep making profit



# Develop custom apps for business.

## Opportunities everywhere.

Businesses are always looking for ways to extend the capabilities of their iOS devices. You can meet their unique needs by offering custom B2B apps privately through the [Volume Purchase Program for Business](#).

Custom B2B apps present a world of opportunities to further monetize your development efforts. You can set the price or offer your app for free.



Customize apps in all kinds of ways.



# Do it yourself

Lot more work

But the end product is truly yours

You have to handle marketing,  
development, design, everything!

# Do it yourself, And then sell

A couple times a year we hear stories of small developers selling their companies for large sums of money

Why do this?

Is it worth it?

Sparrow

Estimated to have made \$400,000 - so why sell?



## Sparrow + Google

We're excited to announce that Sparrow has been acquired by Google!

We care a lot about how people communicate, and we did our best to provide you with the most intuitive and pleasurable mailing experience.

Now we're joining the Gmail team to accomplish a bigger vision — one that we think we can better achieve with Google.

We'd like to extend a special thanks to all of our users who have supported us, advised us, given us priceless feedback and allowed us to build a better mail application. While we'll be working on new things at Google, we will continue to make Sparrow available and provide support for our users.

We had an amazing ride and can't thank you enough.

Full speed ahead!

# Most Importantly

Make a good quality product

Have an end goal that is not money

Have a vision for your app