

Ultra Light Startups

May 2010

Mobile Startups

Twitter: #ULS



Mobile App Successes

RedLaser

- Premium app + API usage

Smule

- Musical apps, T-Pain

Fandango

- Buy movie tickets from iPhone, Android, Blackberry, mobile web

Gilt Groupe

- In-app purchase, ecommerce

OpenTable

- \$150 million in revenues from mobile app

Epic Pet Wars

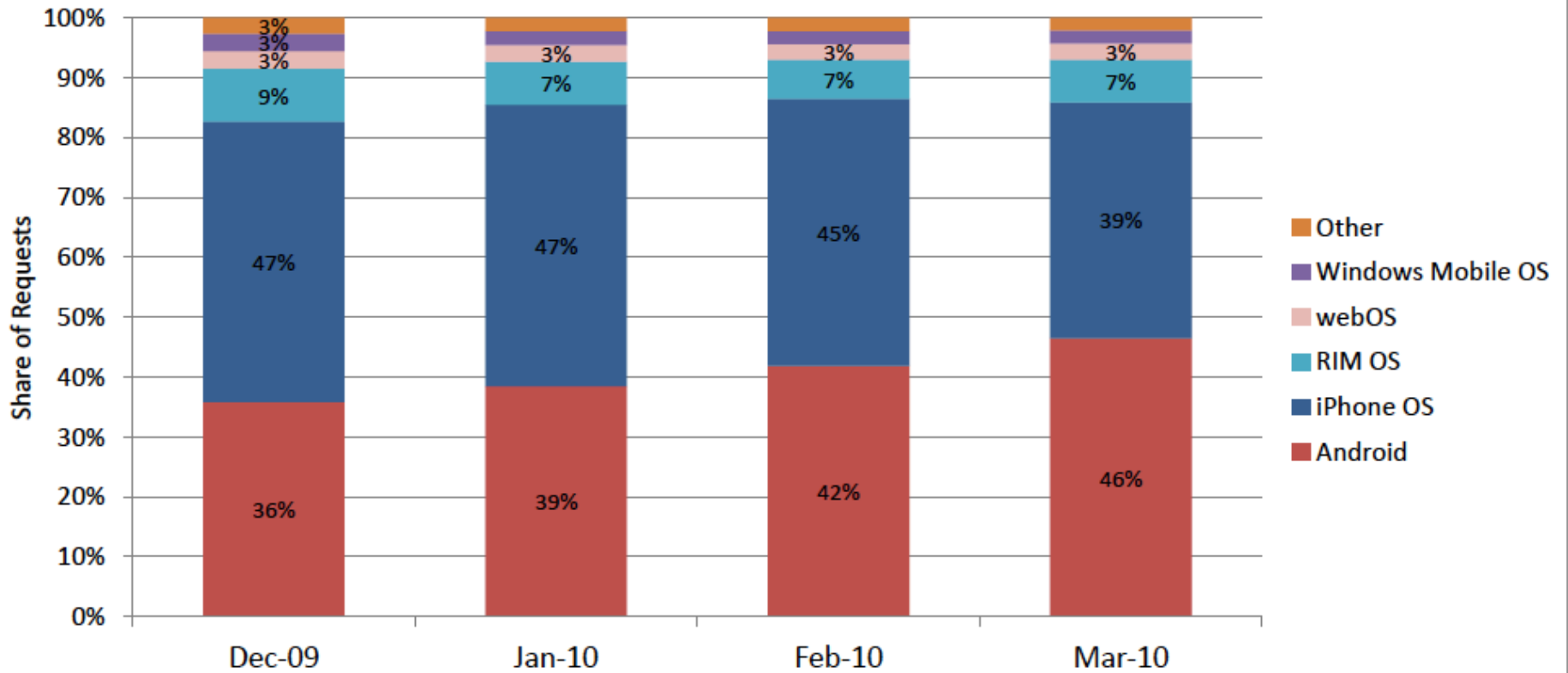
- Multiplayer game, 1 million users

Tap Defense

Twitter: #ULS



Operating System Share, United States Smartphone Only



Twitter: #ULS

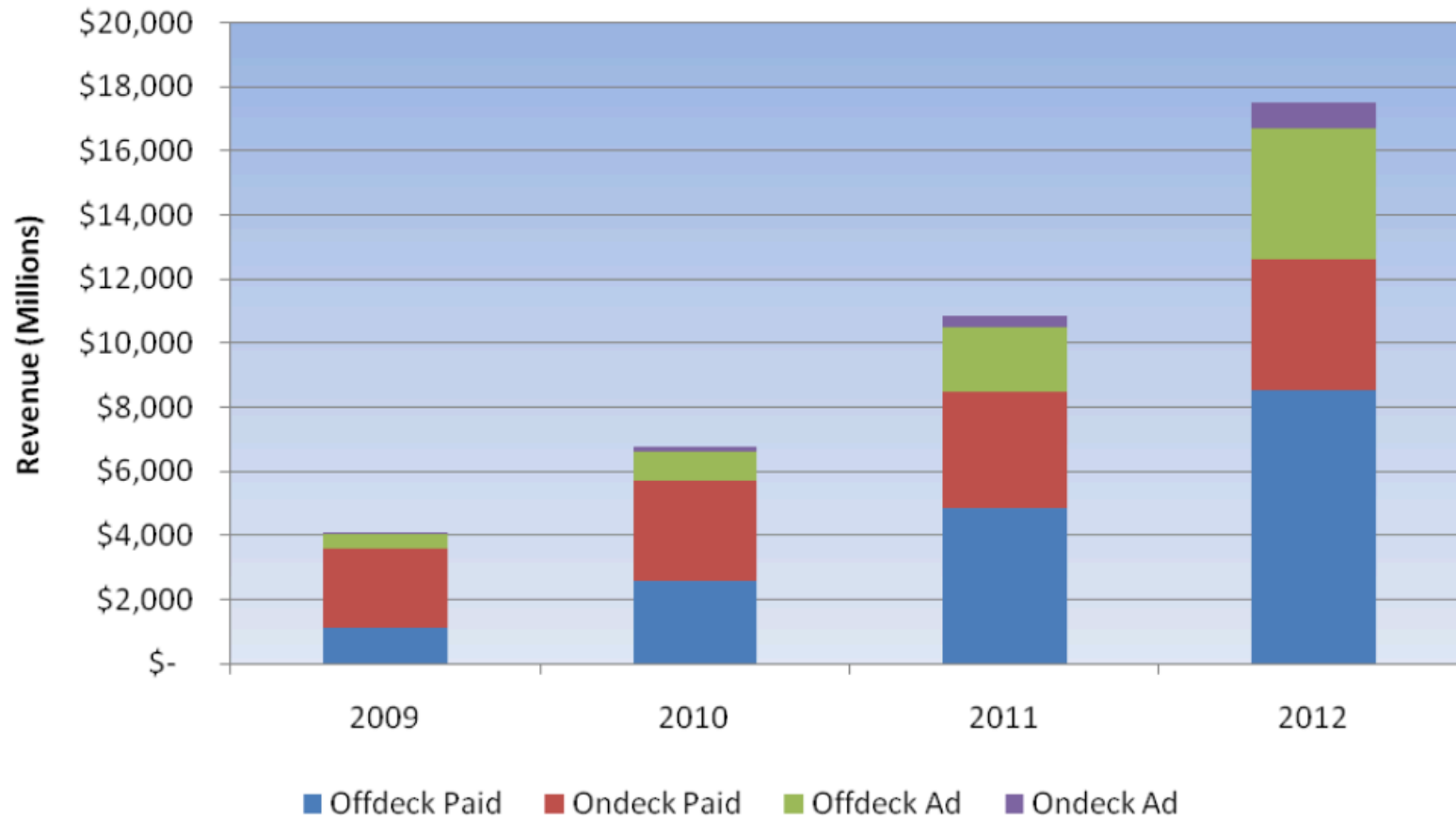


Revenue Models

- Paid
 - Premium apps, subscription, in-app purchase/virtual goods
- Advertising
 - Impression-based, performance-based, promotion/sponsorship
- Brand awareness
- Up-selling/cross-selling other goods/apps
- Hybrid



Global Mobile Apps Market by Type



© Chetan Sharma Consulting, 2010

Courtesy GetJar

Twitter: #ULS



Marketing & Distribution

- App Stores / Decks
 - Carrier vs. handset/OS vs. third-party
- Submission
 - Process, terms and conditions, costs
- External (non-App Store) Marketing
 - PR, community, social
- Driving installs vs. driving usage
- Discoverability in App Stores

Twitter: #ULS



Designing and Building Apps

- Platform selection
 - OS/SDK/device differences, mobile web
- Building
 - Freelancer vs. agency vs. in-house
 - Cross-platform expertise
 - Challenges building an app vs. building a website
- Testing
 - Variations across device/handset models
 - OS versions

Twitter: #ULS



Mobile Trends

- Mobile + Social
- Location; location based advertising
- Mobile commerce/payment (Square, Venmo)
- iPad & tablet computing
- More featurephones, J2ME/BREW
- Analytics
- Adververtising
 - iAd / iPhone 4.0

Twitter: #ULS

