

# Are you an Appreneur?

**The Business of Building an App**



# What exactly is an appreneur?

It's a portmanteau of ENTREPRENEUR &  
APPLICATION SOFTWARE

**APP(lication software) + entre(PRENEUR) =  
APPRENEUR**



- Appreneurs are today's trendiest profession
- Business of mobile app development is one of the fastest growing industries out there
- All it takes is an idea and a passion for development and programming

# Appreneur Steps!

Step 1: A successful mobile app starts with an idea

- Who exactly are my Users? Who am I targeting?
- Which Mobile Platforms will I use
- **What's my revenue model ?**

Step 2: Design My App

Step 3: Prototype and Market my app

Step 4: Develop and Test my app

Step 5: Launch App

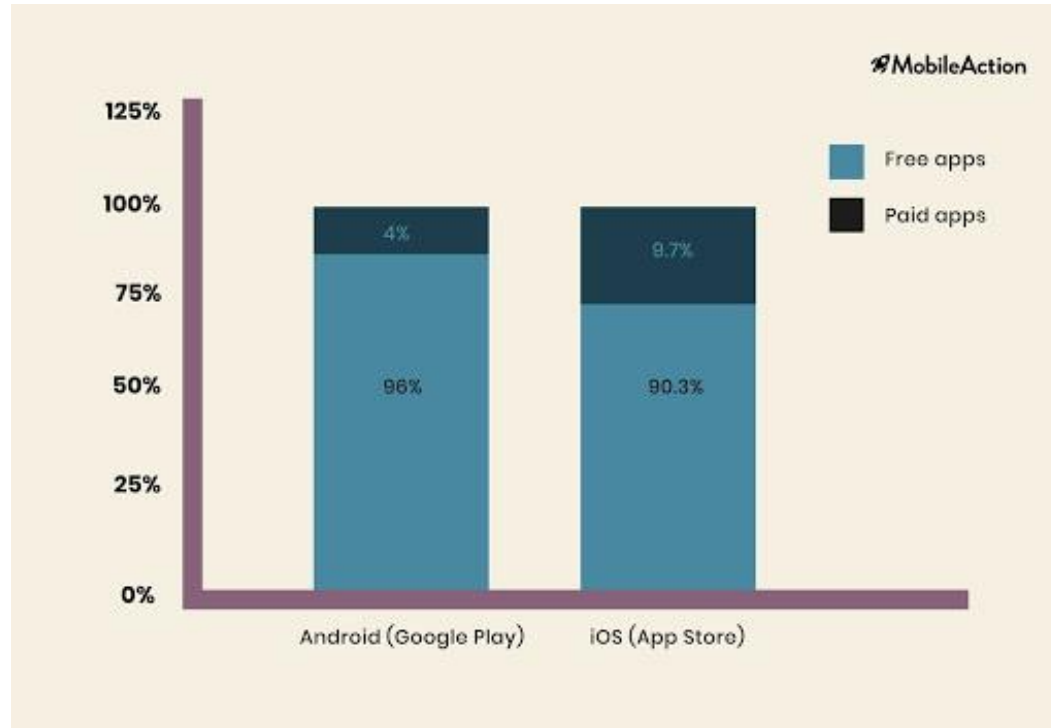


# Cool stats about Mobile Apps

- Mobile apps are used more than websites!
- 74% of mobile app developers use both iOS and Android >> you lose potentially half your customers if you don't!!
- Advertising is the **most popular** source of revenue for apps
- On average 4,375 apps released on Play Store and 1,082 on the App Store



# App Revenue Models



- App revenue models tell us the ways and the sources through which the mobile app can make money.
- It is a very important part of the business plan as it can tell someone who might be interested in investing in your app how it can benefit them.

# Types of Revenue Models

- **In-app Advertising** – Banners, Videos, Full Screen Ads
- **In-App Purchases** – Basic Freemium or Premium – Limited Features or Full Features
- **Data Monetization** – Collect data, sell data
- **Donations** – Fundraising platform
- **Paid Apps** – Require paying money to download an app

# Appreneur Toolkit

- **6 Tips For Appreneurs**

- <https://www.mobileappdaily.com/best-app-marketing-tips-on-social-media>

- **Understanding Mobile App Business Models – Google**

- <https://www.youtube.com/watch?v=7oBZdWW4Xsk>

- **Building Fintech Startups - Coursera**

- <https://www.coursera.org/learn/building-fintech-startups>

- **How to build Mobile Apps - Edx**

- <https://blog.edx.org/how-to-build-a-mobile-app-5-free-courses/>