



# CREATING APPS

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- 408-532-1663
- IEEE Life Member
- Five apps in iOS App Store
- One app in Mac App Store
- 35,000 paid downloads

# WHY DEVELOP APPS?

- Promote your business
- Support your customers
- Make money
- Fun

# TRENDS

- Feature integration
- Device integration
- App integration
- Social integration

# OPPORTUNITIES

- Productivity
- Collaboration

# PROCESS

- Idea
- Design UI and UX
- Code
- Test
- Market
- Go to bank

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- Idea
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***MARKET***

- Go to bank

# DEVICE TARGETS

- **iPhone**, iPod Touch (iOS App Store)
- **iPad** (iOS App Store)
- iOS Universal (iOS App Store)
- Android, Windows Phone 7, Windows 8
- **Mac OS** (Mac App Store)
- Windows
- HTML 5 Web App
- Server backend



# FACTOID

- Camera+ sells for \$0.99
- Sold 7,000,000 copies

# REVENUE GUESSES

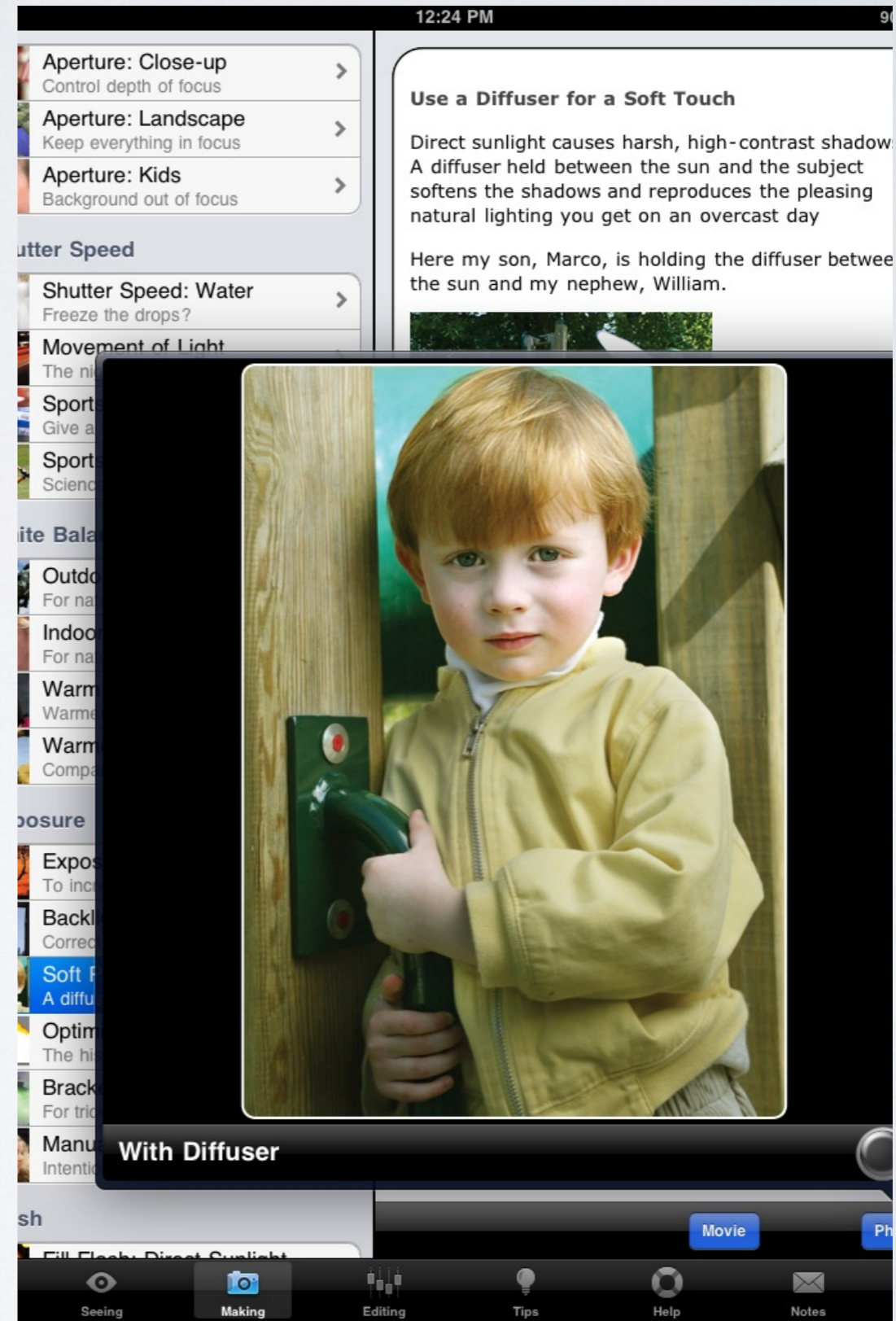
Developers	Revenue
75%	\$1 K
15%	\$10 K
10%	\$100 K
<1%	\$1 M

# TOOLS

- Heavy-lifting with Apple's Xcode
- Scripting with Corona & Lua
- Automator web app
- AppMakr
- Outsource

# XCODE: OBJECTIVE-C

- Object-Oriented Programming
- Big learning curve
- Can do anything



# DEVELOPERS FOR HIRE

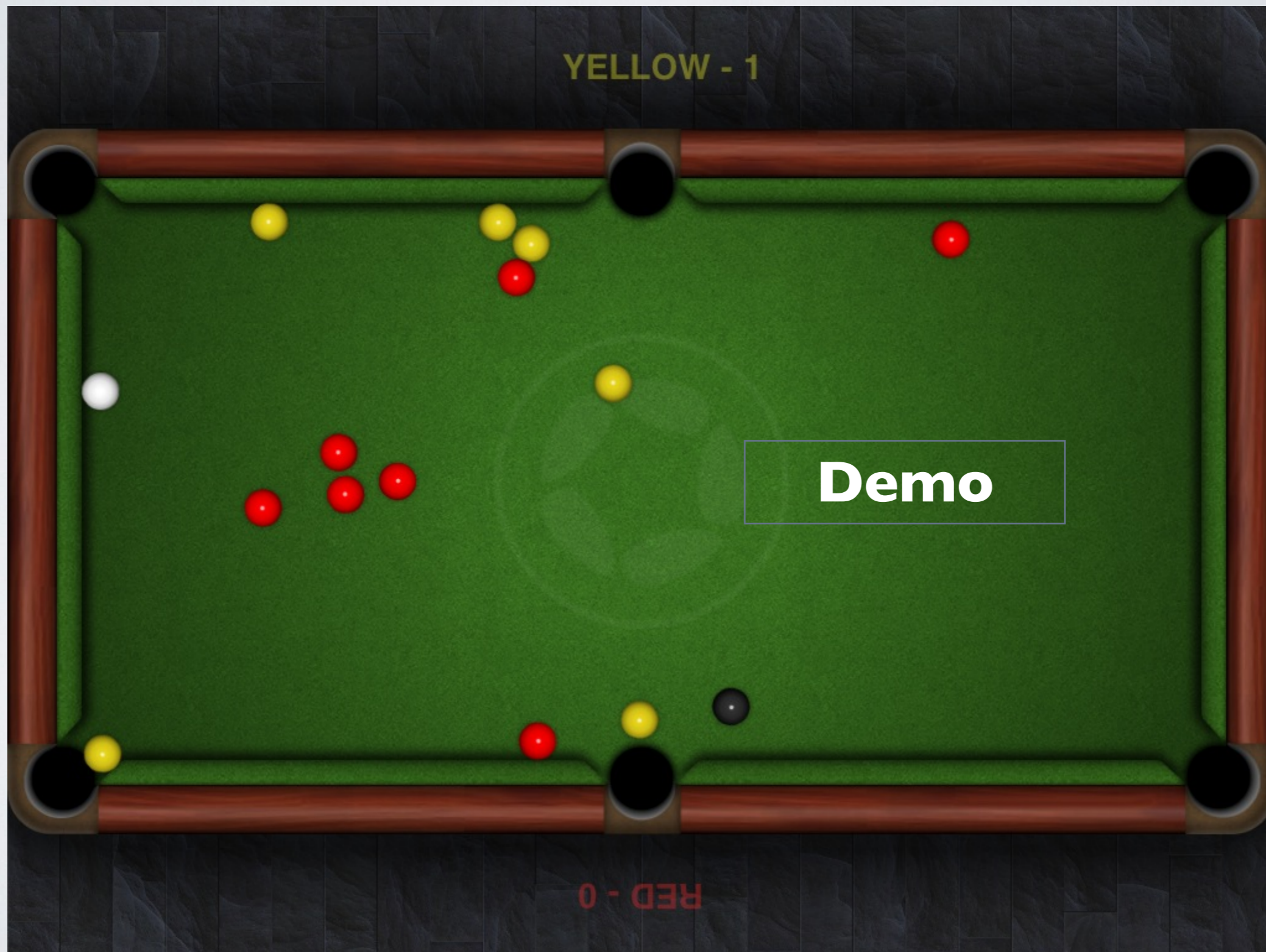
- US
- India: Artificial Machines
- Ukraine
- Everywhere

# CORONA

- Simple Lua scripting
- Great physics/game engine
- iPhone, iPad, Android
- \$250 per year



# CORONA: REAL GAMES



# ATTENTION TO DETAIL

