DAVE WILSON

• wilson99@pacbell.net

• 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
PROCESS

- Idea
- Design UI and UX
- Code
- Test

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

<table>
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<tr>
<th>Developers</th>
<th>Revenue</th>
</tr>
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<tbody>
<tr>
<td>75%</td>
<td>$1 K</td>
</tr>
<tr>
<td>15%</td>
<td>$10 K</td>
</tr>
<tr>
<td>10%</td>
<td>$100 K</td>
</tr>
<tr>
<td>&lt;1%</td>
<td>$1 M</td>
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</tbody>
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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
ATTENTION TO DETAIL