Ultra Light Startups

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Mobile App Startups

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ultralightstarups.com

Revenue Models

- Premium Apps
  - Games (Zynga, Angry Birds), Enterprise, Utility (Evernote)
- Content Sales
  - Subscription (The Daily, Newsweek, Wired, Conde Nast)
  - In-app purchase (medical, entertainment, education, maps, ringtones, music)
  - Virtual goods (Mocospace)
- Advertising
  - CPM, CPC (Android games, Spotify)
  - CPA (app downloads, affiliate, OfferMobi)

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Mobile Commerce

- Products
  - Pizza Hut, Gap, Amazon, eBay, Target, Staples, Kayak
  - Coupons (MobiQpons), Loyalty (CardStar)

- Daily Deals / Local / Social
  - Groupon, LivingSocial, Facebook, Fouresquare, Shooger
  - Location based advertising (JiWire, NearbyNow)

- Mobile Payments
  - B2C (Square, NFC)
  - C2C (Venmo)
  - App Store (iPhone vs. Android)

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Marketing and Distribution

- App Store Discoverablity
  - Leaderboard value, directory keywords/search
  - Buying downloads / CPD networks (Greystripe, TapJoy, Pinch/Flurry ~$0.25/download)
  - App discovery platforms (Apptitude, OpenAppMkt, AppCircle, OfferMobi)
- Non-App Store Marketing
  - PR, SEO, community, social media API's / viral, advertising (AppBoy)

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Designing and Building

- Mobile usage vs. desktop usage
  - Camera (RedLaser), Geolocation (Runkeeper)
  - Battery life, ubiquity
- Mobile app vs. mobile website
  - Performance, accessing device capabilities (camera, GPS, compass, etc), alerts, offline mode
  - HTML 5
- iOS vs. Android vs ??
- Phone vs. Tablet (onSwipe)

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