

Innovative **I**dea Sharing

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea

Jonathan Kay
Founder & COO at Apptopia





v/v_2

How a \$10 million startup
turned into a \$100 million
business

$v_2 = v^2 / (x + 0.3)^5$

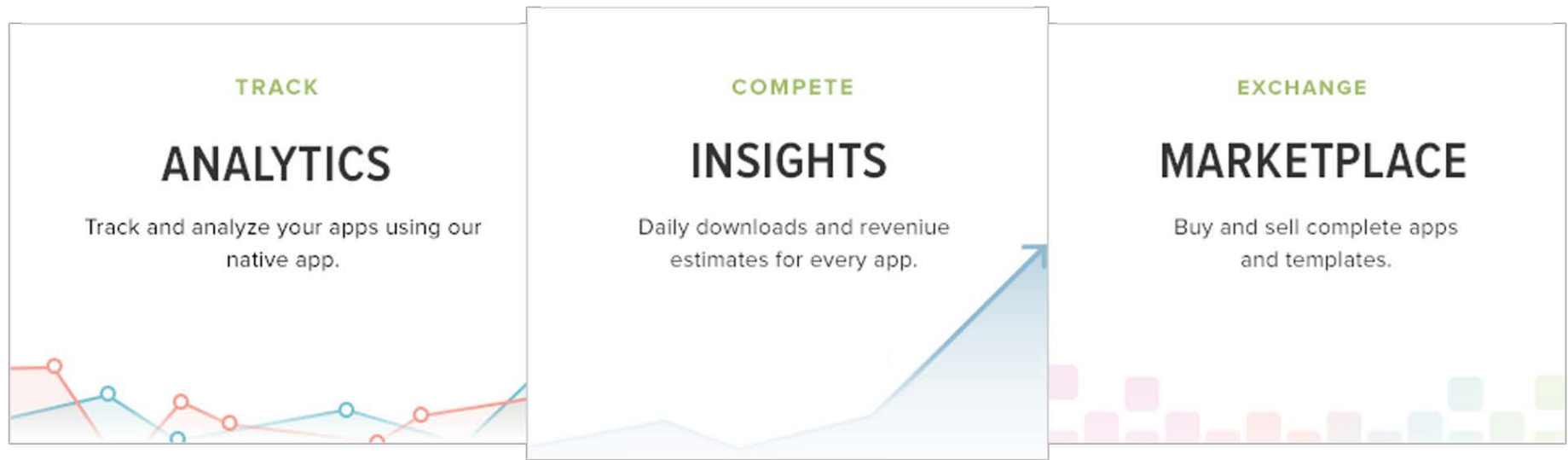
Hi,
I'm Jonathan.



$$k_{vel} = d/d_y + 3x^3$$

Model for provit $x+0.2 - y^{22}$

Outward velocity = c

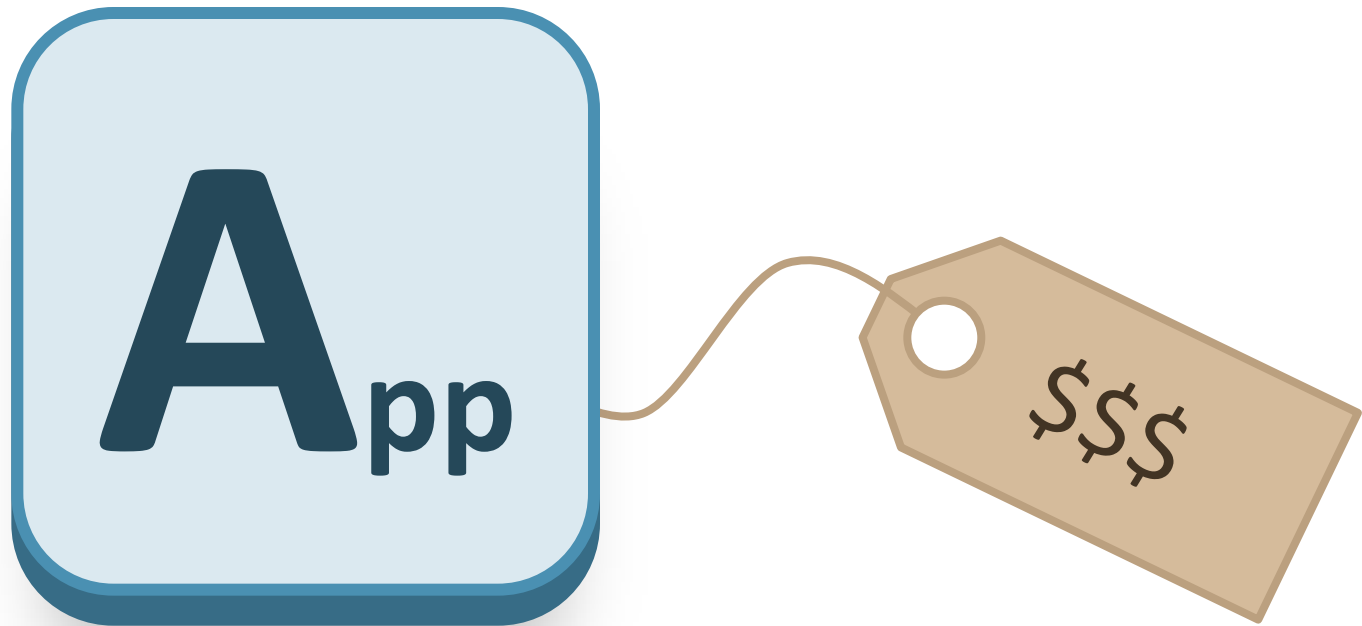


We Provide **Actionable** App Store Data

The initial idea

Help app developers “exit” their apps.

Provide liquidity.



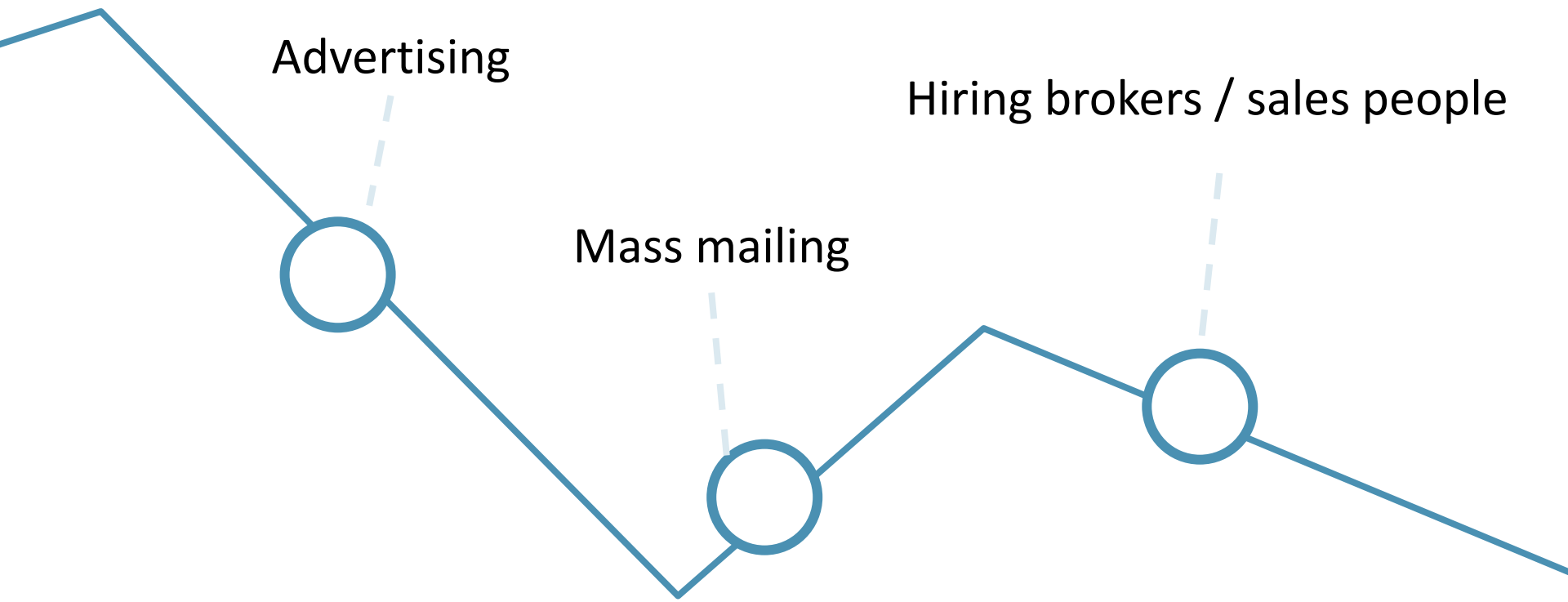
Think Like a Buyer



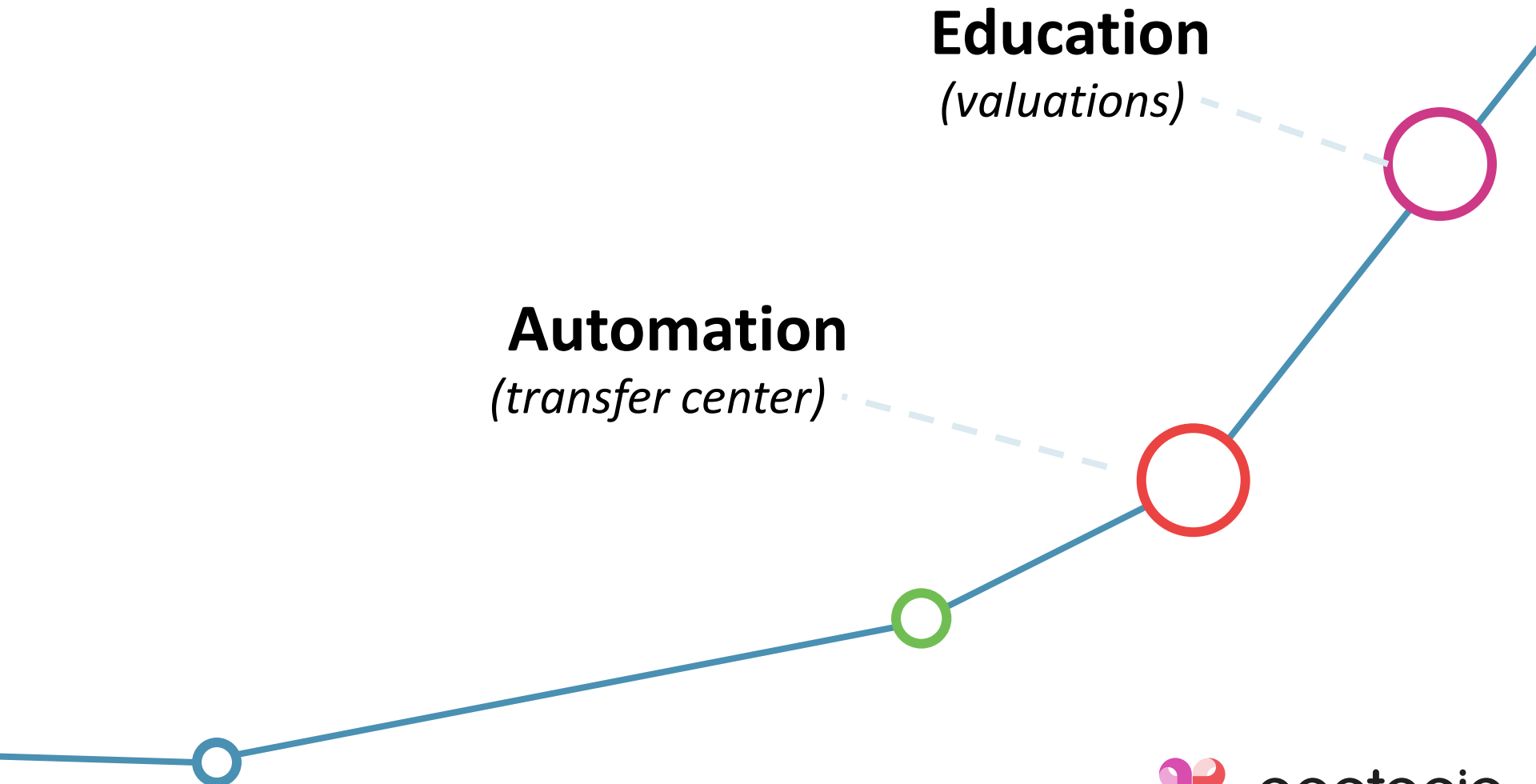
Be Unscalable (at first)



Failed Attempt at Scaling...



Growth Strategies That **Worked**



The Marketplace was a

“Success” !!!

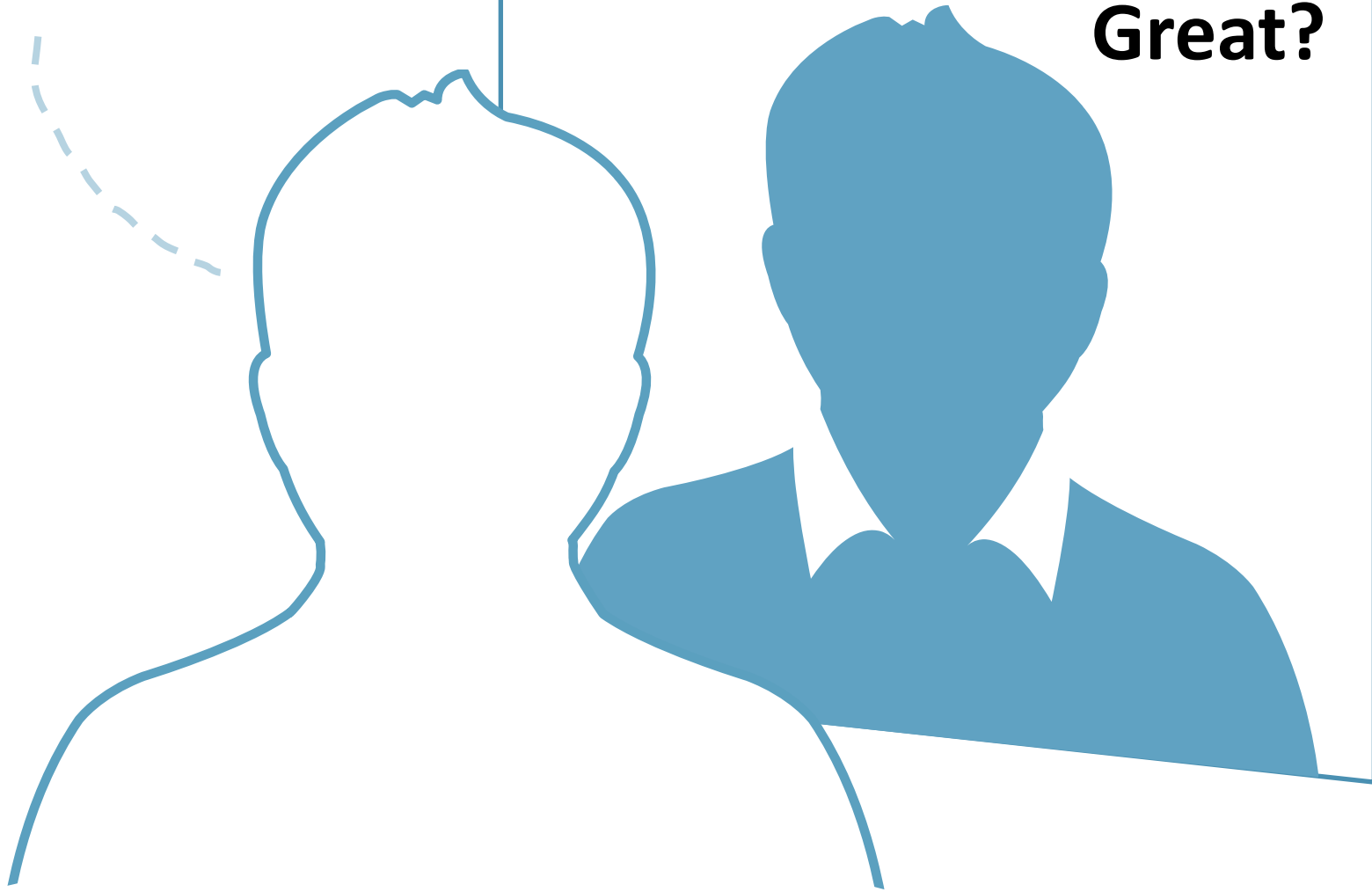
\$12.5 million in acquisitions

10% growth month over month

1 in every 5 apps listed sells

Be good?

or be
Great?



THE BIGGER PROBLEM



People are guessing

Rate of capture = $4 \cdot hv$

$k_{vel} = y^{0.4} + x/2$
d/dy vel-z over x

THEY NEED

Data

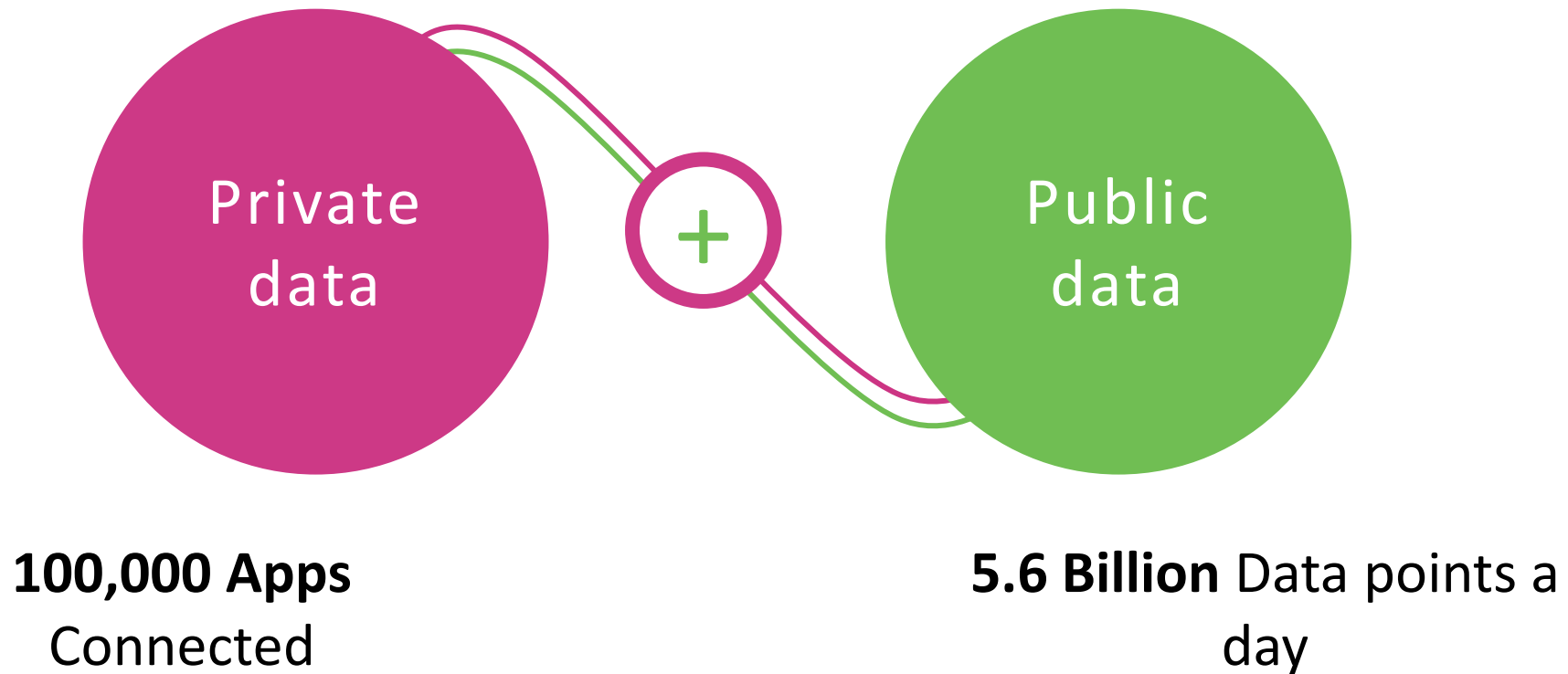
Model for provit $x+0.2 - y^2$



Ok, but how?



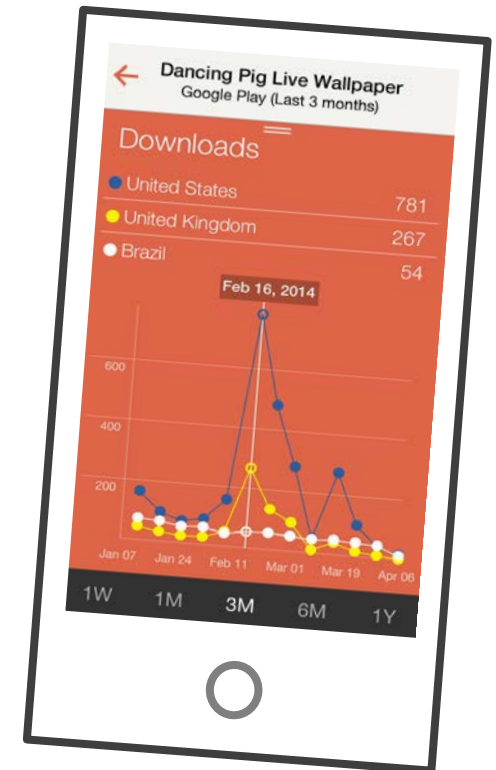
Our Methodology



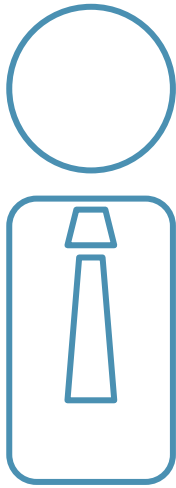
End Result

Accurate download and revenue estimates for every app in any country

apptopia		APP REPORT FOR ITUNES		PERFORMANCE ESTIMATES			
APP NAME	CATEGORY	RANK		DOWNLOADS LAST 7 DAYS (4/7-4/14)	DOWNLOADS LAST 28 DAYS (4/7-4/14)	DAILY ACTIVE USERS	BREAK OUT INDEX
		CATEGORY	SUB-CATEGORY				
Kindle – Read Books, eBooks	Book	1	1	378,585	3,886,524	46,976	61%
iBooks	Book	4	3	122,225	1,637,927	649	54%
Audiobooks from Audible	Book	5	7	400,543	1,178,151	4,125	64%
NOOK	Book	7	11	62,564	538,975	297	52%
Disney Storytime	Book	8	14	53,919	421,409	35,359	84%
Free Books - Wattpad eBooks	Book	0	16	50,930	613,701	242,951	70%
Oyster – Read Unlimited eBooks	Book	16	17	45,987	106,203	56	73%
Goodreads	Book	15	27	35,567	369,452	87,927	64%
OverDrive Media Console	Book	19	30	19,618	296,720	160	71%
Lochfoot	Book	22	33	16,455	23,234	1,699	52%
The Holy Bible - King James	Book	25	36	18,203	166,161	962	11%
Scribd - The World's Digit	Book	28	39	29,591	250,018	11,678	65%



Who Uses It



VC Firms



Publishers

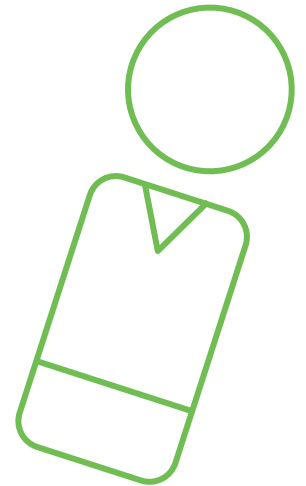


Advertisers

Publishers



- Benchmark against competition
- Optimize ad buying / budgets



apptopia

Venture Capital Firms

Due Diligence

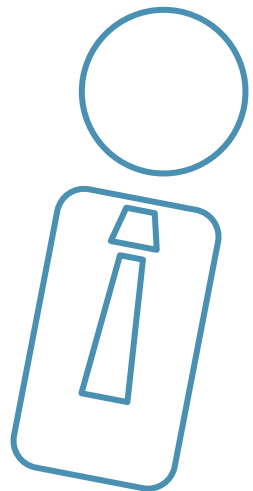
- Market / opportunity size

Deal Discovery

- Identify early trends & breakout potential



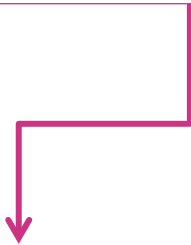
acquired for \$3.2
Billion by Google



Advertisers

Supply

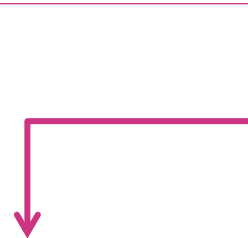
- Build relationships with growing publishers before they are “too popular”



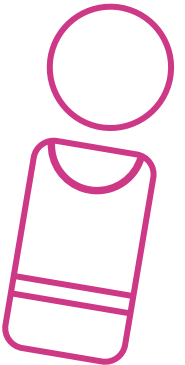
Great for business development

Demand

- Understand who your users are & what other apps they use
- Powerful demographics data



Great for brands / advertisers





What's Next?

Questions we answer today

Who? Where? & How much?

What we will answer soon

How



start

How a \$10 million startup
turned into a \$100 million
business

ACHIEVED



Thank You.

Any questions?

$x^2 - y = ??$

Contact me!

Jon@apptopia.com

<http://insights.apptopia.com>