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Presentation prepared for:

Mobile Apps Market Figures

2010: **6 Billion USD total market size**
1.7 Billion USD development market

2012 : **17.5 Billion USD total market size**
3.8 Billion USD development market

Over **200 %** increase over the next 2 years, fastest growing tech market in the world

Market dynamics:

Mobile apps are used by all major industries and are seen as:

• *New distribution channels for content* *(publishers, bloggers, celebrities etc.)*

• *Exciting interaction methods between users and products* *(entertainment companies, FMCG companies, SME, etc.)*

• *Revenue sources for transaction based online businesses* *(e-commerce stores, events, tourism companies etc.)*

Problem

The **web** is going **mobile**, every company needs mobile apps to engage users and customers but there are 2 major problems:

~ avg. cost / app: 6000 USD

~ avg. development time & testing / app: 30 days

…and a major lack of know-how and quality

Solution

![Appcend logo — mobile experience igniter]

DO IT YOURSELF
web-based
mobile apps builder

~~30 Days~~

30 Minutes!

~~6000 USD~~

<100 USD

Sign up on
appcend.com

Build an amazing app
Test on your device for free

Submit to app store under your developer account or
let Appcend publish the app for you

Engage your users
Generate revenue

Product Benefits !

✓ **Rapid development of native iPhone, iPod and iPad apps.**

✓ **Fraction of the cost compared to traditional "from scratch" development.**

✓ **Bug free apps! No more time lost with debugging and adjustments.**

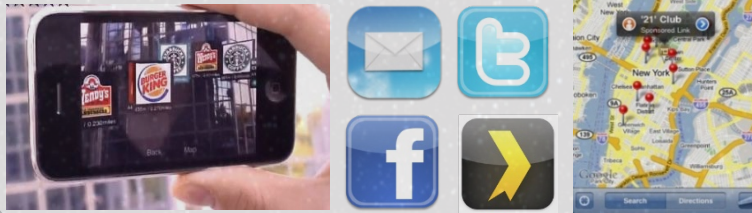✓ **Powerful CMS & Web Based control panel for apps management.**

✓ **No coding or tech skills required!**

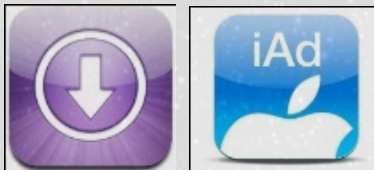# Product Features (1)

A multimedia dream:

Insert multiple content sources, including photos, videos and RSS feeds or upload them locally using our powerful CMS. It`s everything you need to distribute your content anytime and anywhere directly to your user`s devices

Innovative interaction:

Use the power of social networks to your benefit, and engage your users into an interactive experiences using Google maps integration and augmented reality views. Reaching destinations and points of interest has never been so easy.

Sky high return on investment:

It`s not all about awareness, it`s also about making money. It`s easy to integrate every app you built with Apple`s advertising networks or with your very own ad server. It`s all done in a couple of clicks
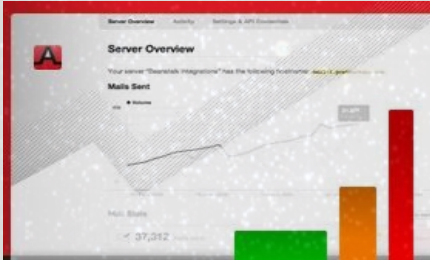
Beautiful & unique apps:

Use your creativity to create unique apps. Appcend lets you customize every graphical element of your app, and the results will be astonishing
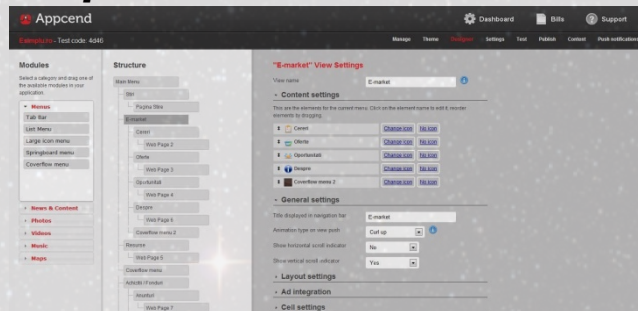
Product Features (2)

Measure & Improve:

Each app built is easily integrated with **Flurry Analytics** for precise measurement of user engagement and app performance. In app analytics will easily help you decide what are the next steps of action in order to maximize your app`s performance.

Comprehensive client interface:

Appcend`s client interface was built so that anyone could learn to deliver extraordinary looking, fully featured apps right from the start. Every color, icon, pixel and font is customizable so there`s no limit to all the things you can do.
However, **developers** can use our ADML system to write apps using custom **XML** feeds and benefit even more from the power of this system

Direct user communication:

Keep your clients up to date with all news and updates. The built in **Apple Push Notifications** service will act as a powerful direct marketing tool for your organization.

Appcend Solutions

Appcend for:	Pricing model:	Apps included	Additional Benefits
Individuals & Small Businesses	Setup fee Monthly maintenance (depending on selected package)	none	Basic Support

Access to Knowledge Center |
| **Enterprise Packages/ Resellers** | Wholesale package (one time fee) | 5,10,15 15+ | No download & Push Notification Limitations

Extended Product Support

Onsite or Online Training

Access to Knowledge Center

Access to ADML

Optional: Objective C project extensibility |

Thank you!

Sign up for private beta program – www.appcend.com

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