

# Introduction

How do you turn your passion for app development into a serious business? The App Developer Business Kit by AdMob is here to help.

You've got a brilliant idea for an app that strikes when you least expect it! Fast forward two months and your app is built, it works and all your friends have tested it (but you've told only a handful of work colleagues about it). You release it but you're not quite sure what to do next.

The Business Kit is a guide for entrepreneurial developers to turn their app into a successful business. It has four sections packed with tips and advice from developers and industry leaders.

## **From an idea to an app**

Understand the principles for success, and hear advice from some of the world's top app developers.

## **Growth**

Attract more users, expand into more markets and use analytics to improve your app.

## **Think big**

How to go from one great app to a portfolio of great apps and important considerations for expanding your business.

## **Nine takeaways**

Nine tips to help you become a more successful developer.

## **Why apps, why now?**

Annual global revenue for apps reached \$27BN in 2013[1], and is forecast to climb to \$75BN by 2017[2], with sophisticated developers opting for freemium revenue models rather than paid. What's driving this enormous growth? Three important trends:

The appetite for smartphones is immense. Sales of smartphones surpassed sales of feature phones in the middle of 2013[3] for the first time, and in major economies such as the US, smartphone penetration exceeds 50%.[4]

People are spending more time on mobile devices. Mobile is becoming the most popular way to get online, exceeding time spent using desktop computers.[5]

Users love apps. Smartphone users spend up to 5 times more minutes per month on apps than they do using the mobile web.[6]

With the right approach you can build a sustainable app business with plenty of rewards. We wish you every success with your venture.

## **How to use the Business Kit**

Content in The App Developer Business Kit mirrors the growth of an app developer's business. Read the chapter that reflects the challenges you face today, then come back to the Business Kit for more advice as your business moves forward.