



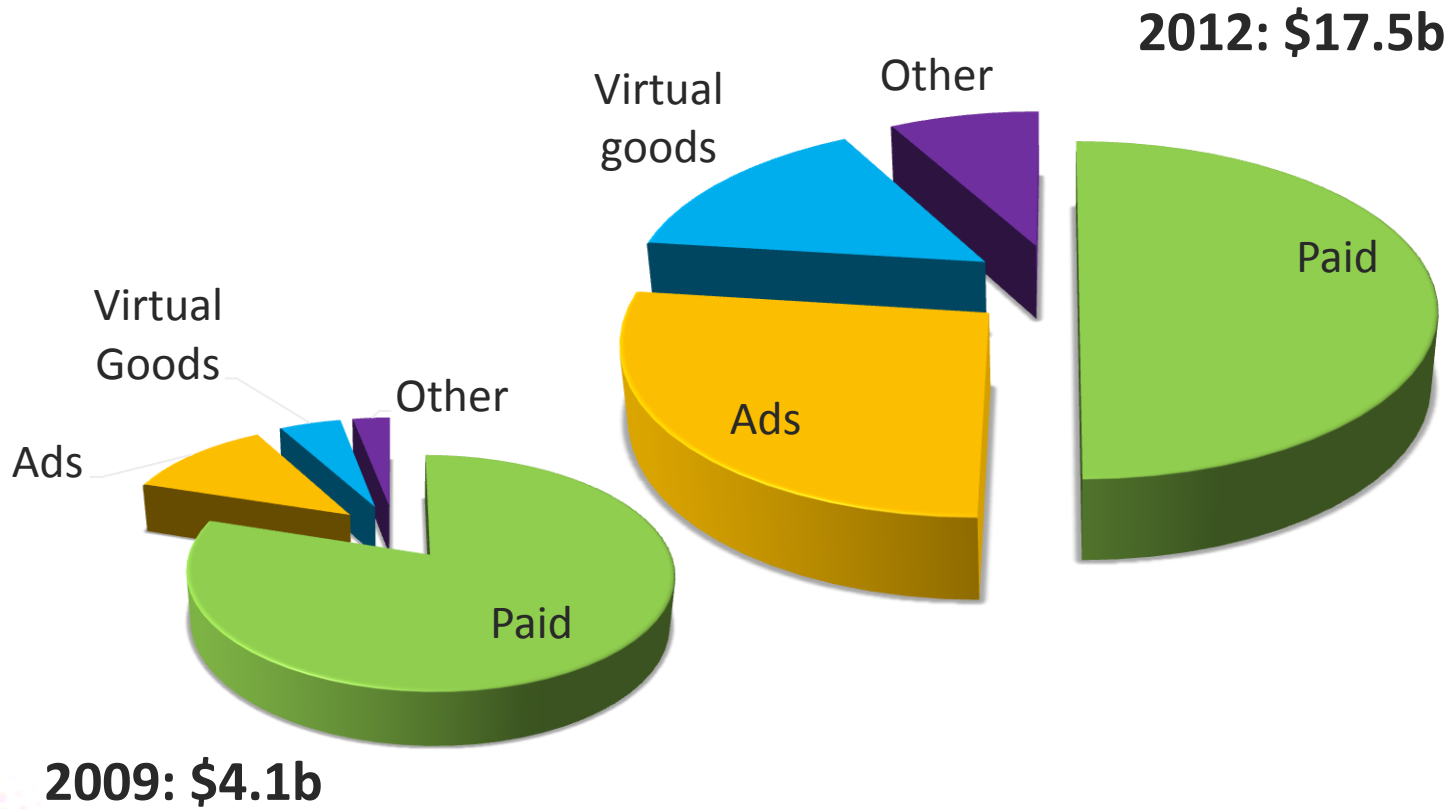
# App business models

## BLN Money in Mobile

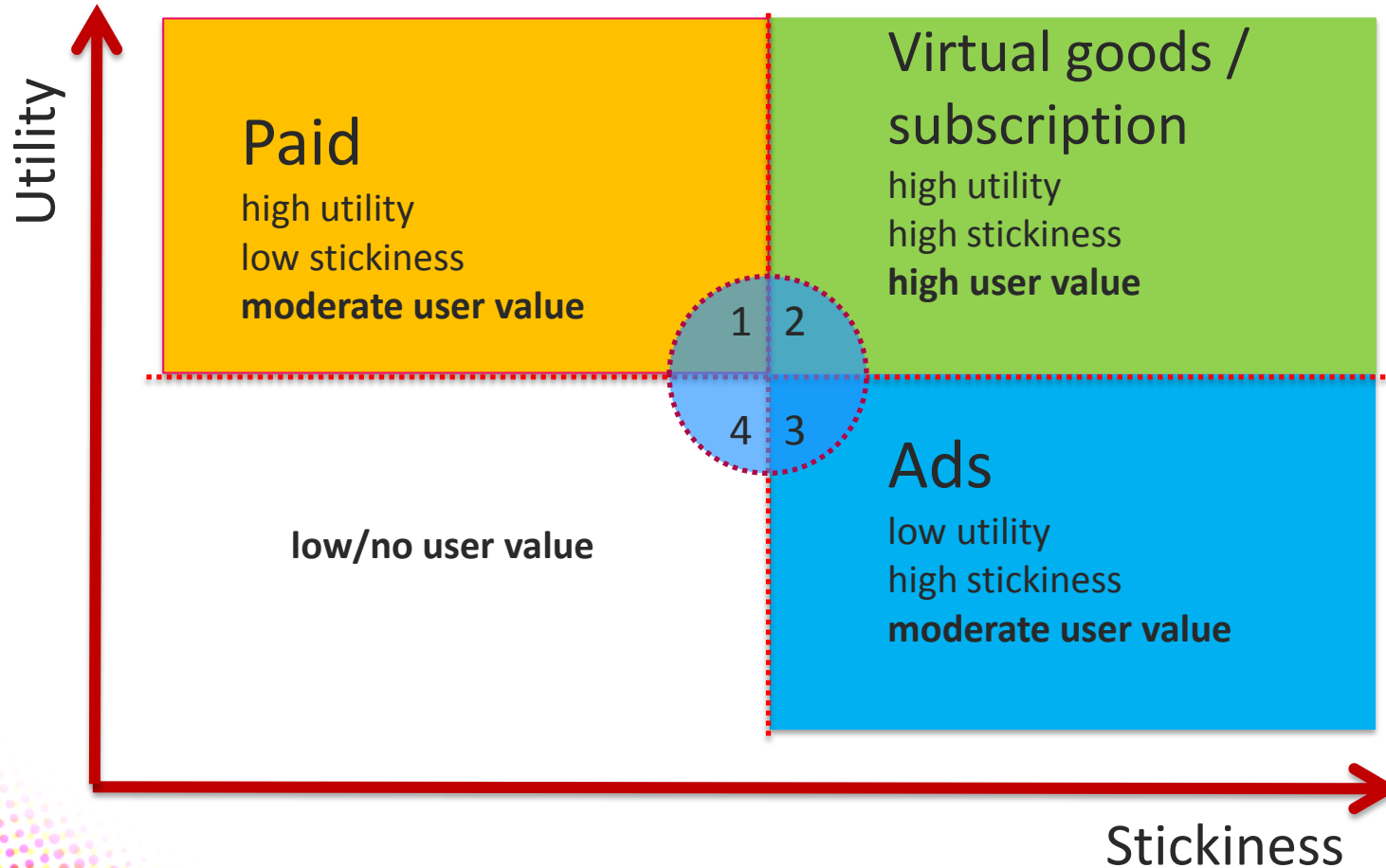
Ilja Laurs, London, June 2011



# Dominant app business models



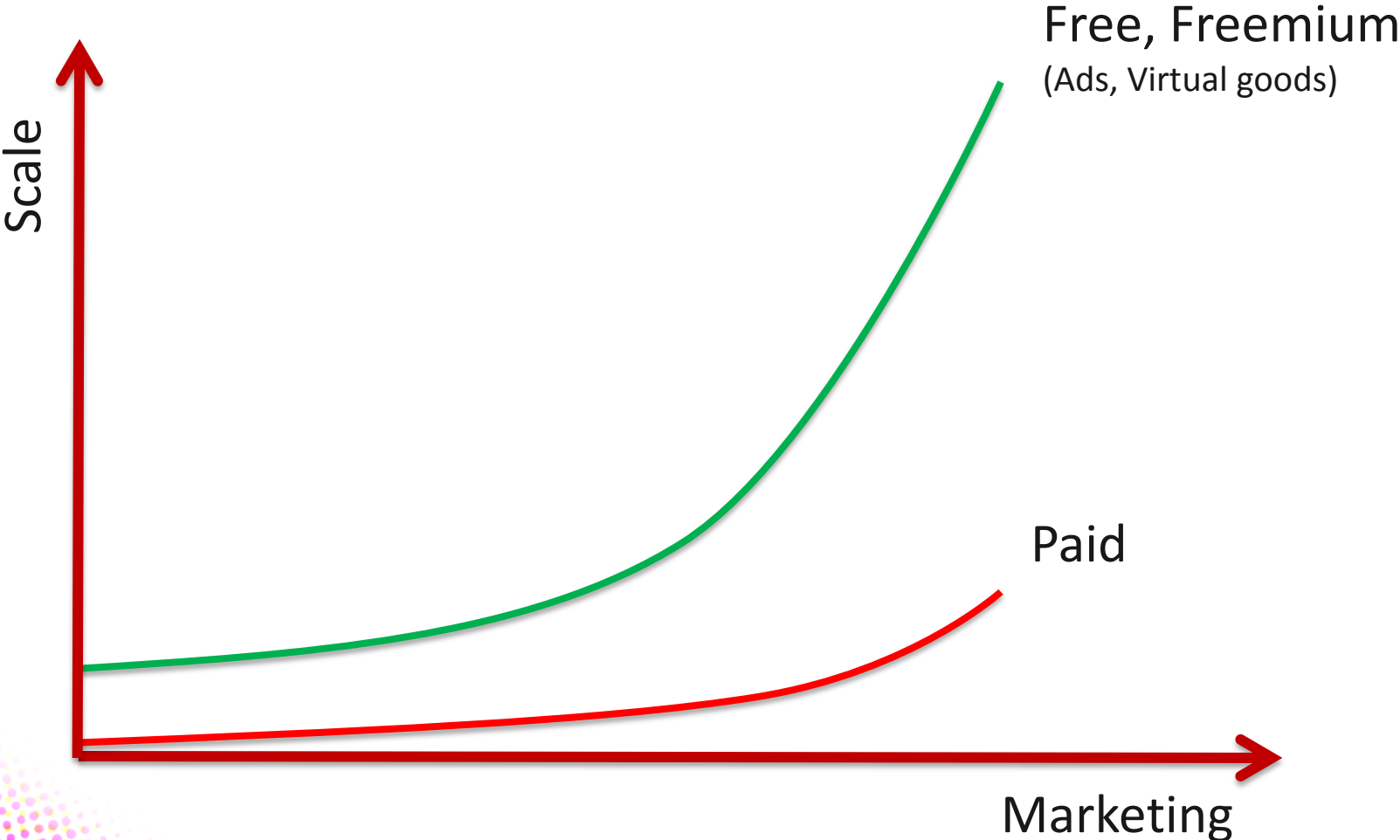
# The “US” model



# Billing conversion



# Marketability



Source: <http://www.getjar.com/blog/2010/01/05/10-ways-to-grow-your-app-market/> / Chetan Sharma 2010



# Maximize overall revenue

- **Revenue** =  $f(\text{Scale}, \text{User Value})$   
try to maximize user value and scale
- **Scale** =  $f(\text{Marketing}, \text{Marketability})$   
maximize user value to increase marketing, choose the right business model to maximize marketability
- **User Value** =  $f(\text{Stickiness}, \text{Utility}, \text{Billing conversion})$   
work on the product to maximize stickiness and utility to maximize user value