

COURSE

INTRODUCTION TO APP DEVELOPMENT



SESSION 9

WHO WILL PAY?

MODULE 4

PRODUCT DEVELOPMENT

Objectives

CORE

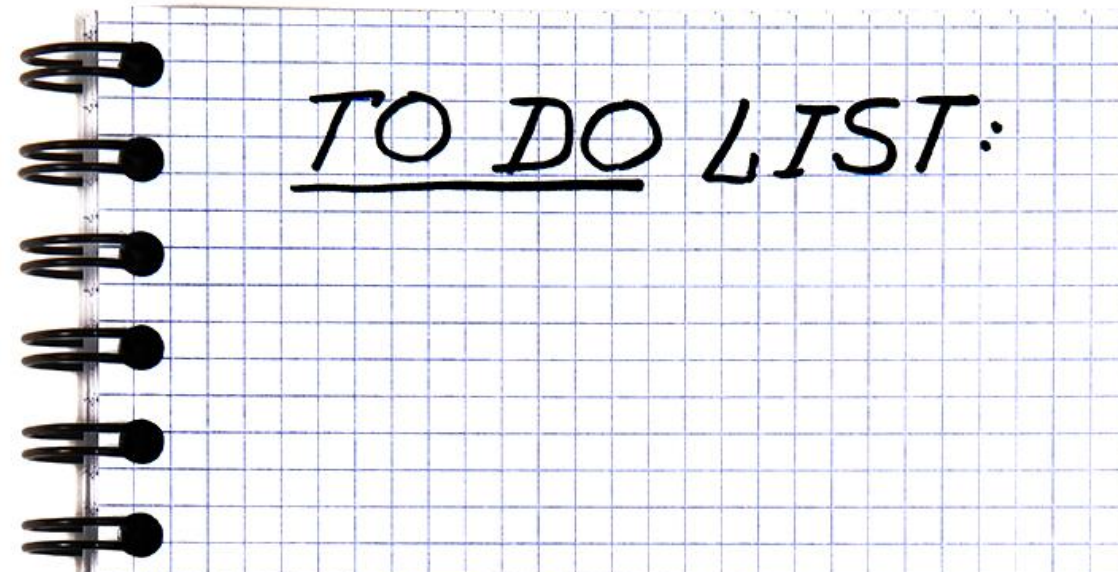
- Understand the range of different business models available
- Understand how to generate revenue from your app

CHALLENGE

- Be able to identify the best revenue stream for your app

Session activity

4.7 – Develop the business model



4.7 – Develop the business model

Business models

For a business to be sustainable and keep growing, it must make a profit.

This means that you make more money than you spend.

A business owner will spend money on paying staff, renting a workspace and other costs.

4.7 – Develop the business model

Choosing a business model

Apps make money through a variety of business models.

Typical business models include:

- Free with adverts
- In-app purchases
- Freemium
- Paid for app

Using the Business Models Handout and the table on the following slide, discuss which business models could work for your app.

4.7 – Develop the business model

All users pay	Some users pay	Somebody else pays
Most of your users are able and willing to pay	Many of your users are unable or unwilling to pay	All users are unable or unwilling to pay -OR- You want to maximise the number of users
Business models <ul style="list-style-type: none">● Paid for app	Business models <ul style="list-style-type: none">● In-app purchases● Freemium	Business models <ul style="list-style-type: none">● Free with adverts

4.7 – Develop the business model

Activity

Choose a business model you think is most appropriate for your app.

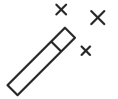
Take into consideration the average income of the user groups. If your users are very young, for instance, they may have less disposable income to spend on apps even if they feel the need for them.

ACTIVITY 4.7

DEVELOP THE BUSINESS MODEL

MODULE 4

PRODUCT DEVELOPMENT



Free with adverts	In-app purchases
Freemium	Paid for app
What might your user be interested in buying?	What in-app purchases could you offer?
What free features could work as a standalone app?	What in your app is worth paying for?
Chosen business model(s)	

Think about how you will make money from your app. Identify which business models are feasible for your product. Consider all the options and remember, you could have a mix of revenue streams.

NAME

NEXT SESSION...



SESSION 10

PITCH IT

MODULE 5

PITCH