



*Engaging people **NOW***

***Monetizing** Mobile*



Guide for the coming 30min



Questions highlighted in red will be tweeted by @zerowirelabs and @ME_BlackBerry with #BBmobilesummit

Tweet your replies using #bbmobilesummit

Eg.: Q: How many words per second can you text on your mobile?

Reply: #bbmobilesummit 25 words :D



Keys to Successful Mobile Apps



Idea

Easy to use

Relevance

Frequency of usage

Social Media

Q: Name the app you use the most.
even if it's a game... (#BBmobilesummit)



Myths Unfolded



- Yes Technology still doesn't help you download food to your table, but it does just about everything else.
- You don't need to be a mobile apps developer to make your app
- How to reach an audience? You are the social media kings and queens

Q: If you have an idea for a mobile app, what is your hurdle? (#BBmobilesummit)



10 Ways to Monetize



1. Paid
2. Advertising
3. In-App Purchases
4. Webapp
5. Subscriptions
6. Sponsorships/Promotions
7. Lead Gen
8. Affiliate Sales
9. Analytics
10. Super-Secret Way

Quick Tips

You can choose 1 or a combination, but never all put together.

The more you ask, the more you have to work for it

Q: As a user, which one are you most comfortable with?
(#BBmobilesummit)



What is the key?



Number of users

It's not the number of downloads if its free

Q: So Where does the monetization really start from? (#BBmobilesummit)



Live Case Study



SPORTS VIBE
LIVE SKIN



Live
skin



The moment users start following
their favorite team,

TWO key user experiences:

Live Skin lets your

Blackberry Smartphone

home screen

follow your favorite team

Display series of

**creative and
cheering
images**



Live
skin



Live Skin lets your
Blackberry Smartphone

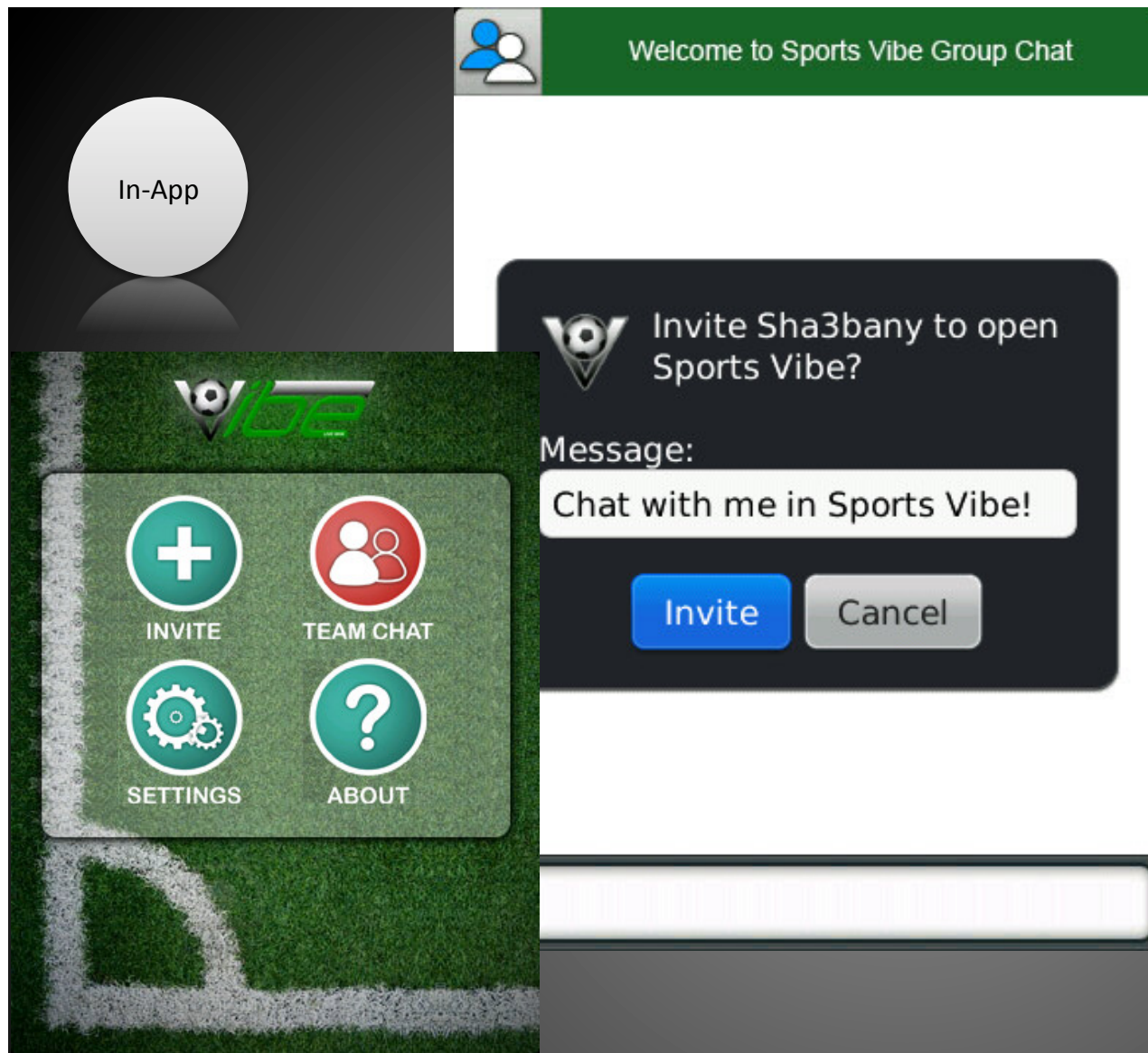
home screen follow
your favorite team

Communicate real time
updates on
scores and
matches

Fans to express:

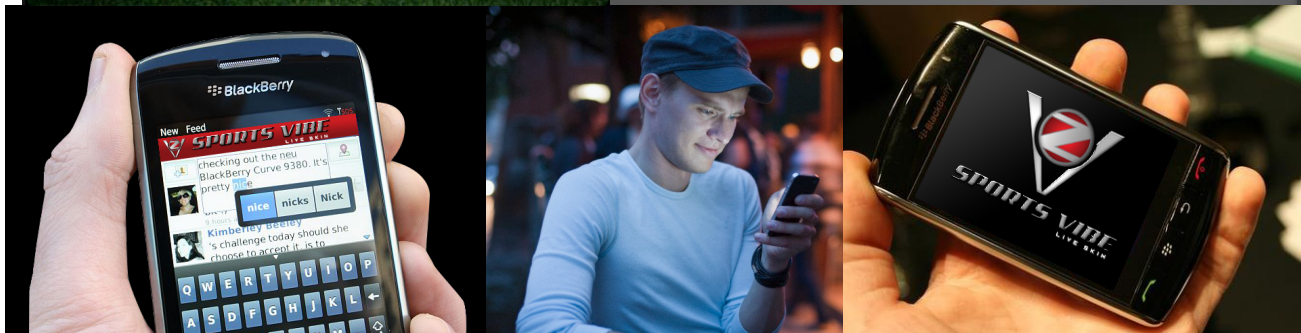
Identity
Passion
Pride





The in-app experience: live chat:

This is an opportunity where users can connect and chat with friends and other fans during live matches.



Sports Vibe Features



Free App “Live Skin”

- Match timing
- Match cheering images
- Club logo
- Instant live notification ticker on home screen
- BBM auto status update
- Ads supported

Premium “Unlock in-app exclusive content”

- Match scores, stats and live updates
- Pushing relevant content
- League match schedule
- League standings
- Players info, images, status and interviews
- BBM integration and automatic status updates
- Tweets with automatic hashtags for teams
- Display Cheers of Fans on the map



What does it take to Operate?



Dedicated Resources

- Product Manager
- Graphic Designer
- Back-end Platform Senior Developer
- Blackberry Senior Developer
- Support and Operations Engineers

Marketing

- Press releases
- Newspaper Ad
- Direct marketing Campaign
- Social Media



Why So many to Operate?



- Sports Vibe is out for millions across the Globe
- Addresses Fans of Soccer Leagues and Clubs
- Addresses them per country
- 3 Countries currently being released: UAE, KSA, Egypt

Q: Does it make sense? (#BBmobilesummit)



Ways of Monetization



- Sponsorships
- Subscriptions for premium Content
- In-App Contest Sponsorships and fan prizes

Q: Do you think adding 1 more way of monetization might lead the app to fail? (#BBmobilesummit)

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Thank you Very Much



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