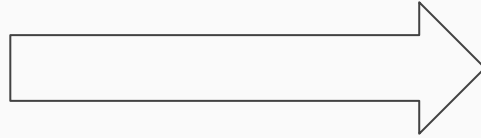


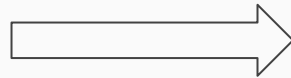
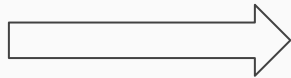
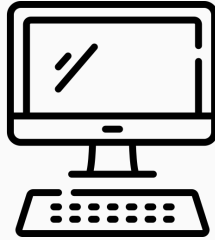
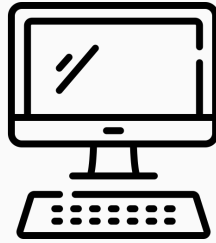
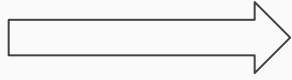
So, you want to build an app?

November 30, 2023





TinyApps

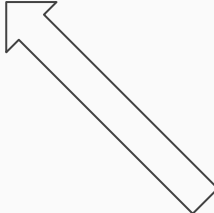
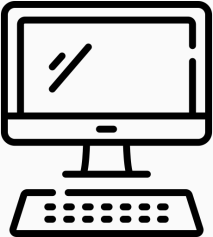
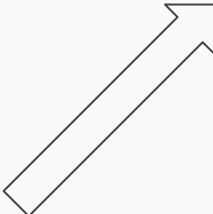
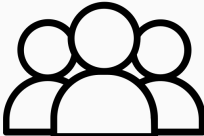


App Mindset

~~App Mindset~~

Business Mindset

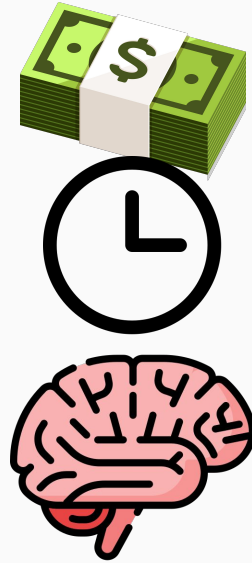
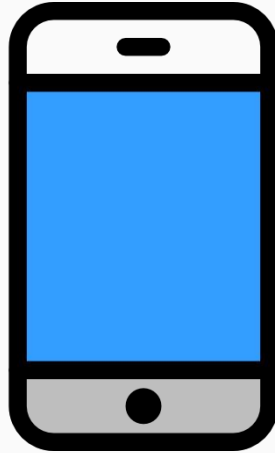
A More Realistic Plan



Your Business is a Machine



Example



Validate Your Idea

1. Validate Your Idea

Determine your target audience

Does your target audience experience your hypothesized problem?

Is your target audience looking for a solution?

What solutions do they currently have?

Do they like your proposed solution?

Are they willing to pay for your solution?

* Sometimes you're building something that people don't realize they need

2. Develop a Minimum Viable Product (MVP)

Focus on the most core features

Get feedback from customers early and often

Make necessary changes based on feedback

Validate that your product is still legitimate

3. Soft Launch

Build some more P1 features

This is a “quiet launch” to the public

Assert that your product is technically functional

Address and fix bugs quickly

Get early insights into how customers interact with your product

No need for marketing budget

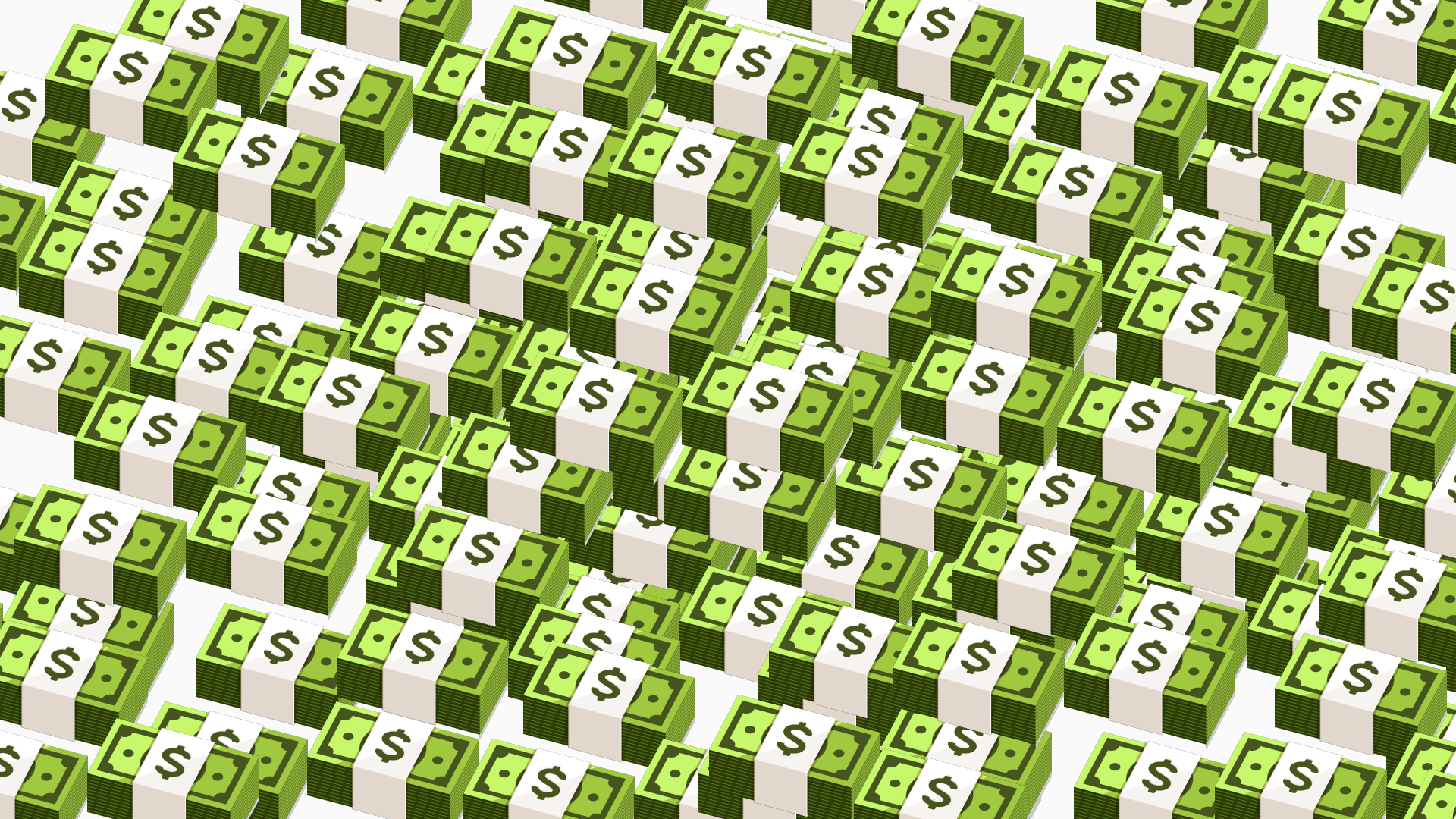
Validate that your product is still legitimate

4. Hard Launch

Full scale release to the public

Backed by a legitimate marketing effort

Validate that your product is still legitimate



5. Iterate

Constantly iterate on your product

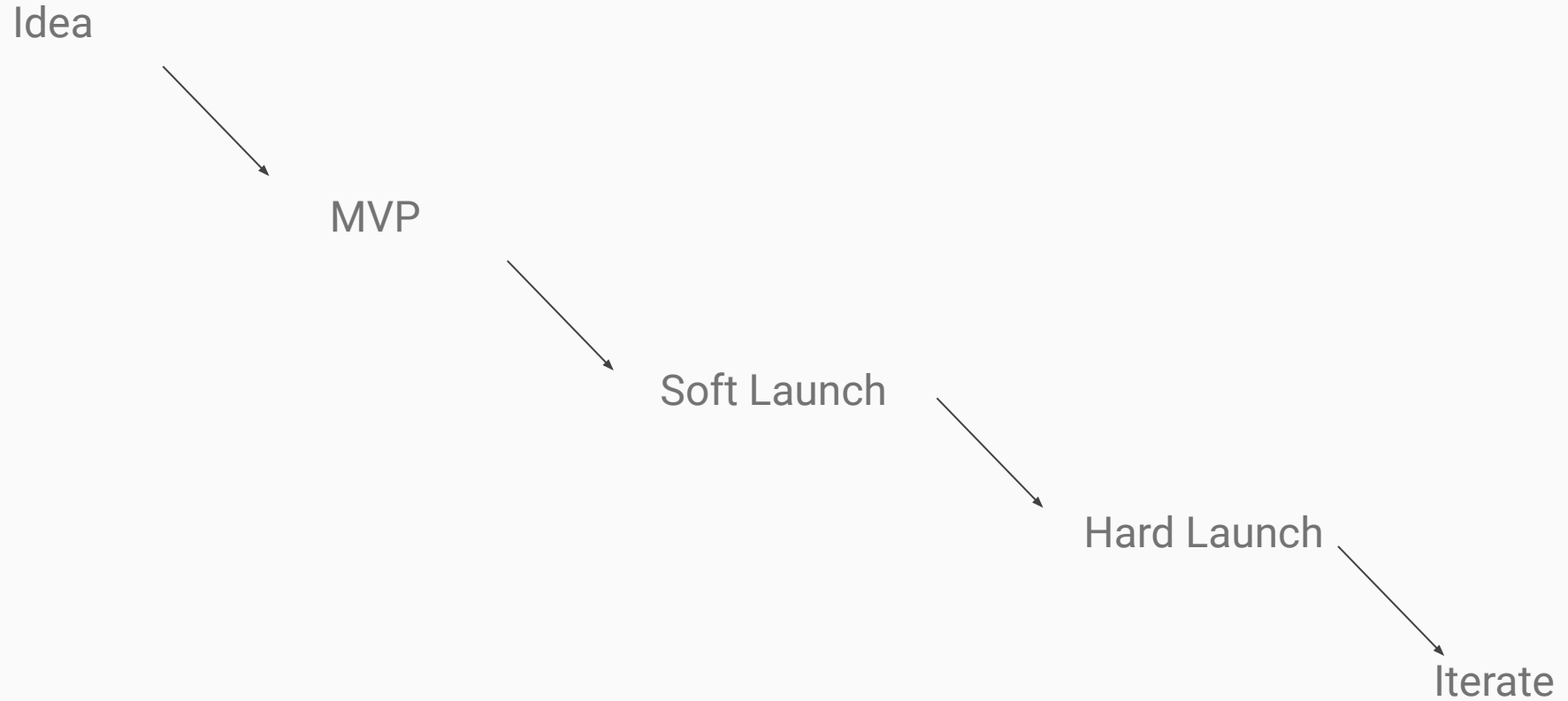
Listen attentively to feedback from customers

Develop new features and test new hypotheses

Nothing is ever 100% complete

Validate that your product is still legitimate

Business Development Cycle



Validate & Iterate

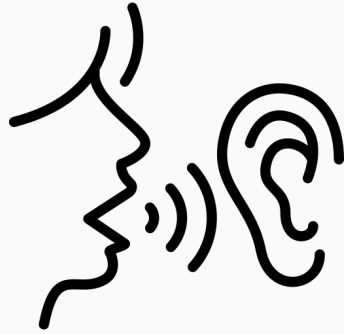
Your Business is a Machine



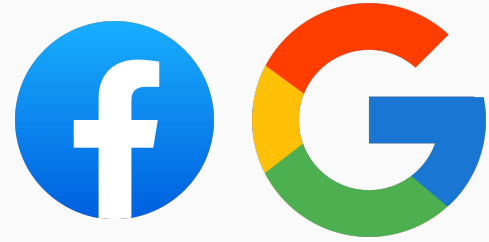
Marketing Your Business



App Store
Optimization
(ASO)



Word of Mouth



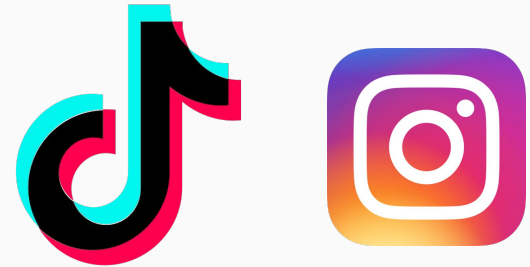
Internet (Paid)



Press / Media

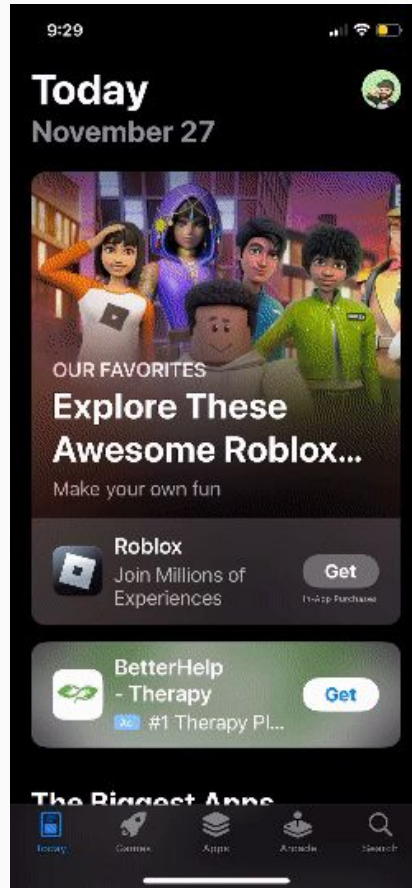


Lionize.ai



Internet (Organic)

App Store Optimization (ASO)



App Store Optimization (ASO)



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Title

Subtitle

Keywords

Keywords ?

vocab,vocabulary,practice,sat,improve,english,wordsearch,esl,learn,language,bookworm,wordhunt,free



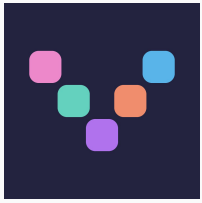
AppFigures



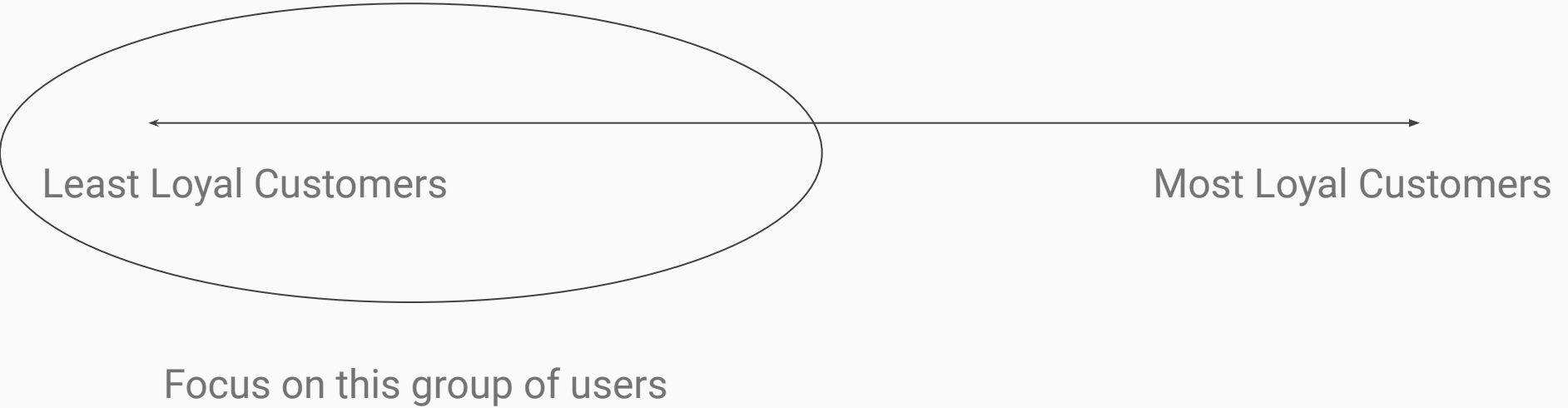
upwork



Releasing and Monitoring



Talking With Customers



Thank You!



@oxygengames_



LinkedIn



App Store