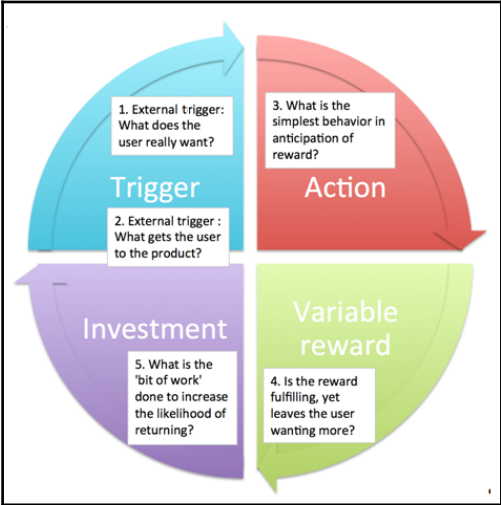


Chapter 01: Yes, There Is an App for That




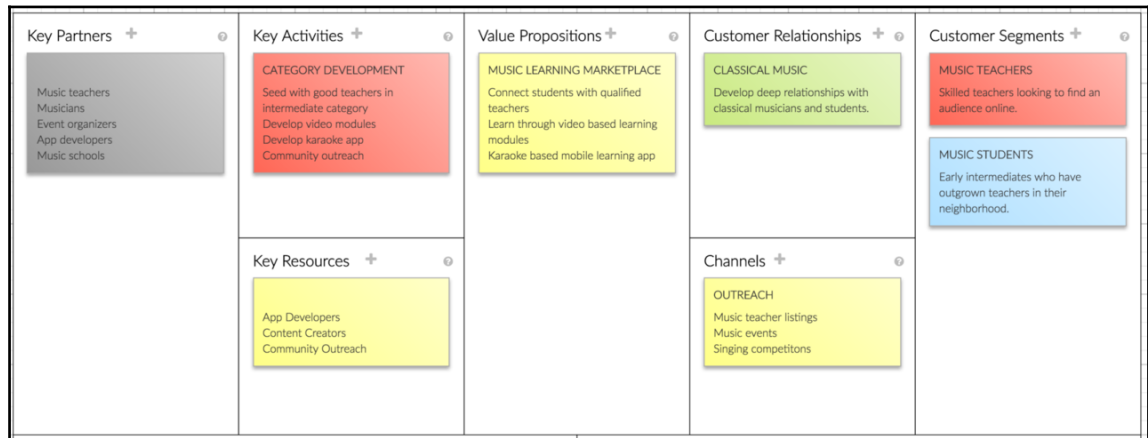
Chapter 02: Lean Startup Primer

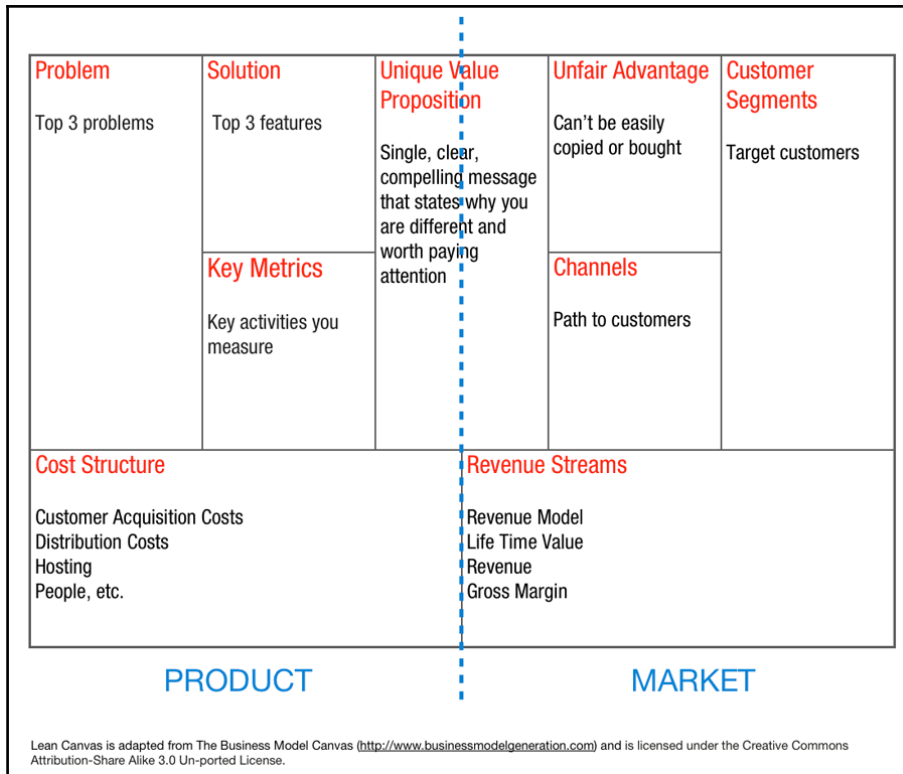
The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

<p>Key Partners</p> <p>Who are our key partners? Who do we buy things from? Which key resources do we acquire from partners? Which key activities do we outsource?</p> <p>Activities: <i>Co-development</i> Resources: <i>Co-branding</i> Activities: <i>Co-branding</i> Resources: <i>Co-branding</i></p>	<p>Key Activities</p> <p>What key activities do our Value Propositions require? Do Customers Demand? Customer Relationships? Customer Resources?</p> <p>Activities: <i>Content creation</i> Resources: <i>App Dev</i></p>	<p>Value Propositions</p> <p>What value do we deliver to the customer? Which set of our customer's problems are we helping to solve? Which bundles of products and services are we offering to attract, acquire and engage? Which customer needs are we satisfying?</p> <p>Benefits: <i>Personalized</i> Pain Relievers: <i>Connect the dots</i></p>	<p>Customer Relationships</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which value are we exchanging? Which customer needs are we satisfying? How are we interacting with them?</p> <p>Channels: <i>Direct</i> Customer Relationships: <i>Personalized</i> Customer Resources: <i>App Dev</i></p>	<p>Customer Segments</p> <p>For whom are we creating value? Who do we need to attract? Which value are we exchanging? Which customer needs are we satisfying?</p> <p>Activities: <i>App Dev</i> Resources: <i>App Dev</i> Channels: <i>App Dev</i></p>
<p>Key Resources</p> <p>What key resources do our Value Propositions require? Do Customers Demand? Customer Relationships? Customer Resources?</p> <p>Channels: <i>App Dev</i> Customer Relationships: <i>Personalized</i> Customer Resources: <i>App Dev</i></p>		<p>Channels</p> <p>Through which Channels do our Customer Segments reach us? How are we interacting with them? How are they currently engaged? Which value are they exchanging? Which customer needs are we satisfying? Which channels are most cost-effective? How are we interacting with our customer support?</p> <p>Channels: <i>Direct</i> Customer Relationships: <i>Personalized</i> Customer Resources: <i>App Dev</i></p>		
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which key resources are most expensive? Which key activities are most expensive?</p> <p>Channels: <i>App Dev</i> Customer Relationships: <i>Personalized</i> Customer Resources: <i>App Dev</i></p>		<p>Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently engaged? How would they prefer to pay? How much does each Revenue Stream contribute to total revenue?</p> <p>Channels: <i>App Dev</i> Customer Relationships: <i>Personalized</i> Customer Resources: <i>App Dev</i></p>		

DESIGNED BY: Business Model Foundry, Inc. THE HISTORY OF BUSINESS MODEL CANVAS EDUCATION AND STRATEGY.  strategyzer.com

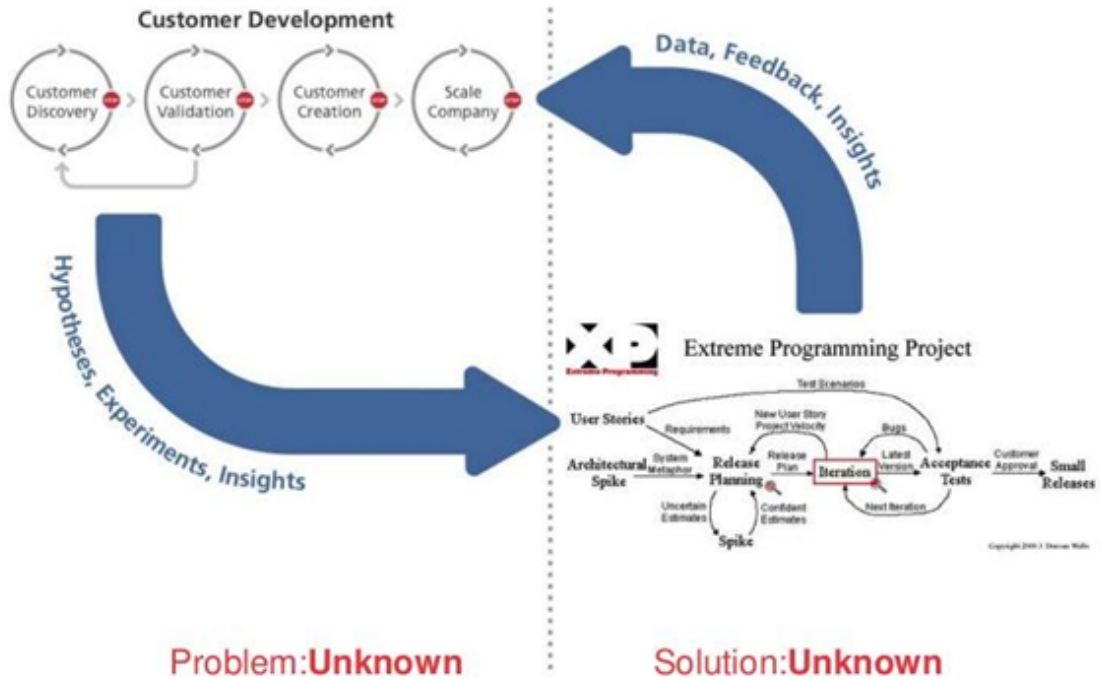




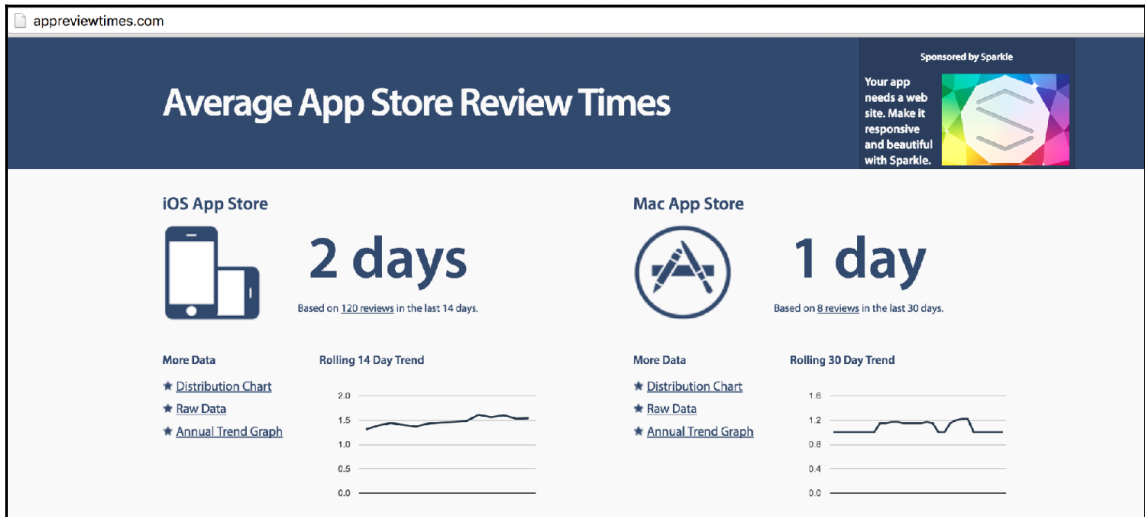
BUSINESS PLAN CANVAS				
PROBLEM (PH)	SOLUTION (SH)	UNIQUE VALUE PROPOSITION (UH)	DURABLE ADVANTAGE (DH)	CUSTOMER SEGMENTS (CSH)
Top 3 Problems Test Hypothesis: Intensity Frequency Density	Top 3 features + benefits Test Hypothesis Disappointment Survey ONE METRIC THAT MATTERS Activities you measure	Why are you different? Why should people pay attention? Test Hypothesis: Product Fit Competitive Market Conditions	Can't be easily copied, bought or easily attained. CHANNELS (CH) Ways of finding customers Test Hypothesis: Acquisition channels	For who are we solving a problem or fulfilling a need? Who are the customers? Is this a single sided or multisided market? Test Hypothesis: Customer Problem Payer User
COST STRUCTURE What are the most important costs in our business model? Test Hypothesis: Size of market/opportunity Validate business model			REVENUE STREAMS What is the revenue model? What are the pricing tactics? For what value are customers willing to pay? Test Hypothesis: - Pricing Model/Pricing	

Product Development at Lean Startup

Unit of progress: validated learning about customers (\$\$\$)



Chapter 03: Challenges in Applying Lean to Building Mobile Apps







```
→ dashboard git:(master) ✗ otool -L /usr/local/bin/tig
/usr/local/bin/tig:
  /usr/local/opt/readline/lib/libreadline.6.dylib (compatibility version 6.0.0, current version 6.3.0)
  /usr/lib/libncurses.5.4.dylib (compatibility version 5.4.0, current version 5.4.0)
  /usr/lib/libiconv.2.dylib (compatibility version 7.0.0, current version 7.0.0)
  /usr/lib/libSystem.B.dylib (compatibility version 1.0.0, current version 1226.10.1)
```

Preparing for TestFlight



Build and setup with Xcode and iTunes Connect

To get your app ready for testers, upload a beta build of your app from Xcode and add the names and email address of people that you'd like to test in iTunes Connect. For instructions on how to prepare your beta app and set up a list of testers, read the iTunes Connect Developer Guide or watch the TestFlight video tutorial.

-  [TestFlight Beta Testing Tutorial](#)
-  [iTunes Connect Developer Guide: TestFlight Beta Testing](#)
-  [TestFlight Release Notes](#)
-  [Developer Forums: TestFlight](#)




Inviting Testers

Internal Testing

Get feedback quickly by sharing your beta builds with your internal team. Each app can be tested by up to 25 members of your team who have been assigned the Developer or Admin role in iTunes Connect. Each member can test on up to 10 devices.

External Testing

Once you're ready, you can invite up to 2,000 users who do not need to be part of your development organization to beta test an app that you intend for public release on the App Store. Apps made available to external testers require a Beta App Review and must comply with the full [App Store Review Guidelines](#) before testing can begin. A



TurboTax Tax Return App

Intuit Inc Finance Top Developer

★★★★☆ 27,971

Everyone

Offers in-app purchases

[Add to Wishlist](#)
[Install](#)

REVIEWS

4.3


★ ★ ★ ★ ★

27,971 total


★ 5	19,370
★ 4	5,950
★ 3	1,151
★ 2	619
★ 1	2,687

Similar

[See more](#)



★★★★☆ FREE



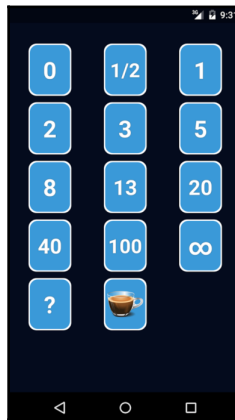
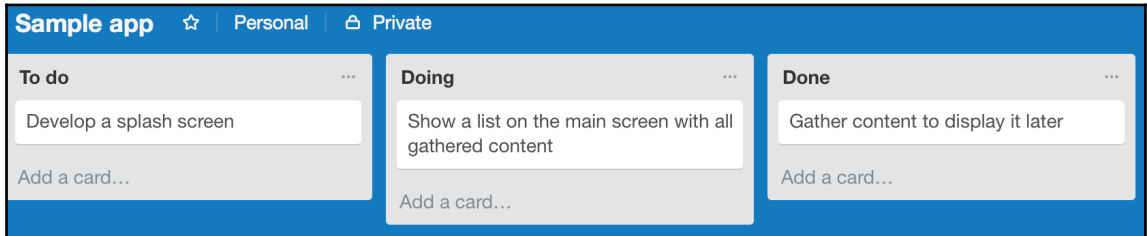
Tax Calculator India

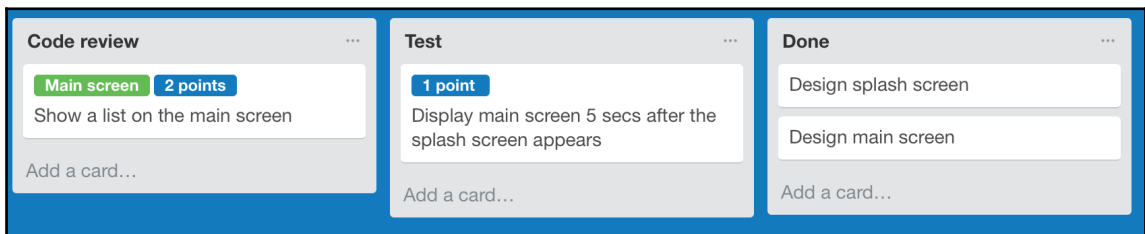
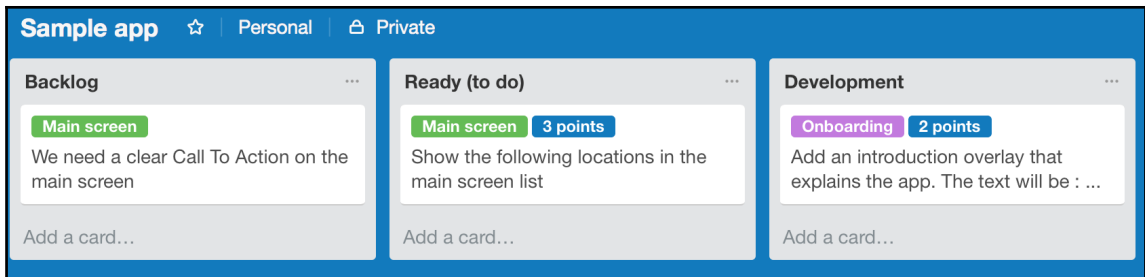
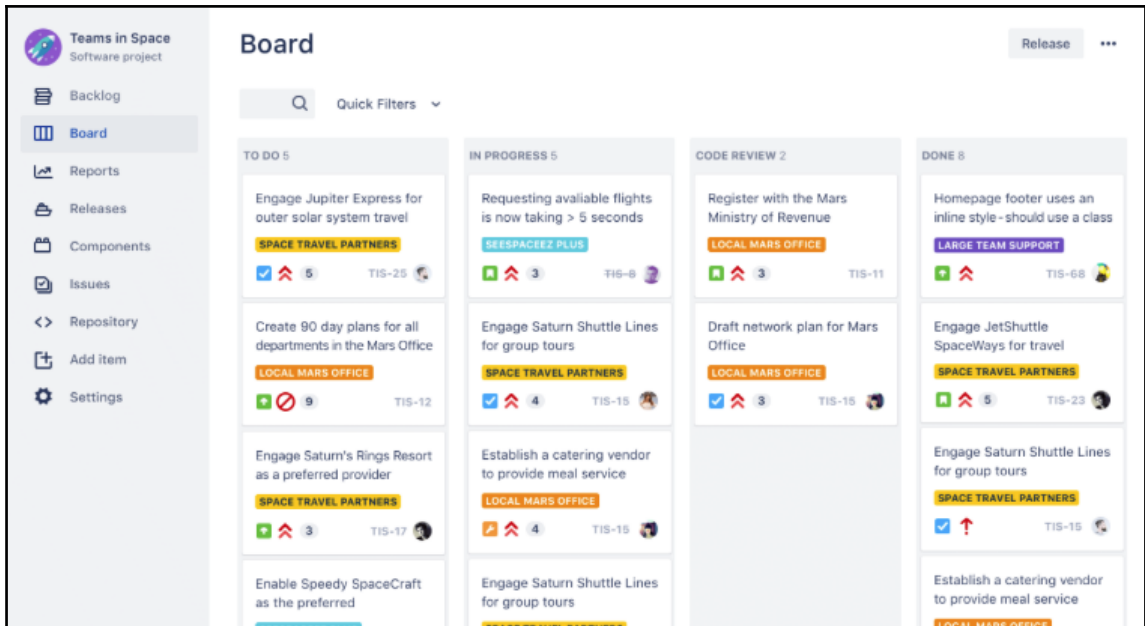
ADDITIONAL INFORMATION

Updated August 4, 2016	Size 63M	Installs 1,000,000 - 5,000,000
Current Version	Requires Android	Content Rating

Updated August 4, 2016	Size 63M	Installs 1,000,000 - 5,000,000
Current Version 2.9.0	Requires Android 4.1 and up	Content Rating Everyone Learn more

Chapter 04: An Agile Workflow in a Nutshell





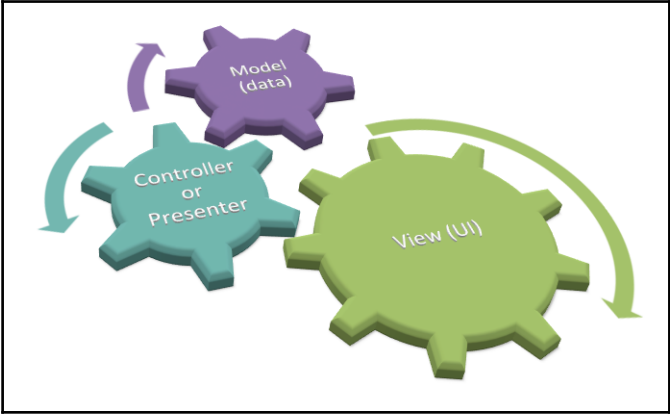






travel

14 Android App Templates

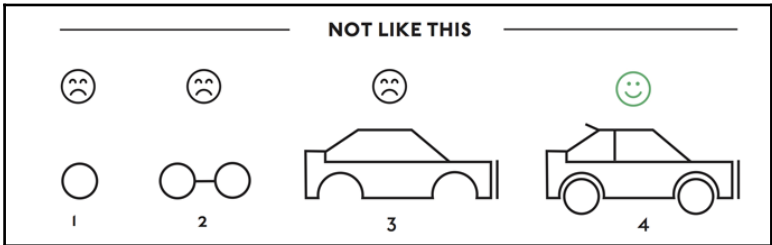
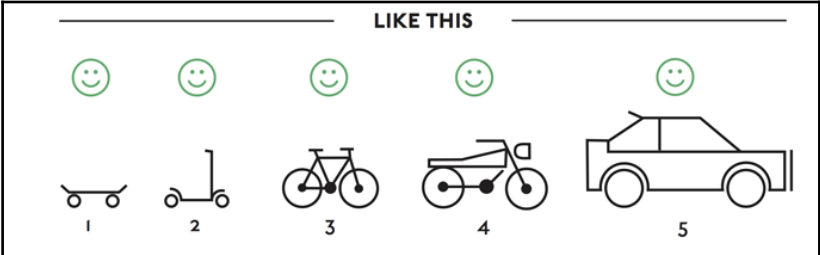
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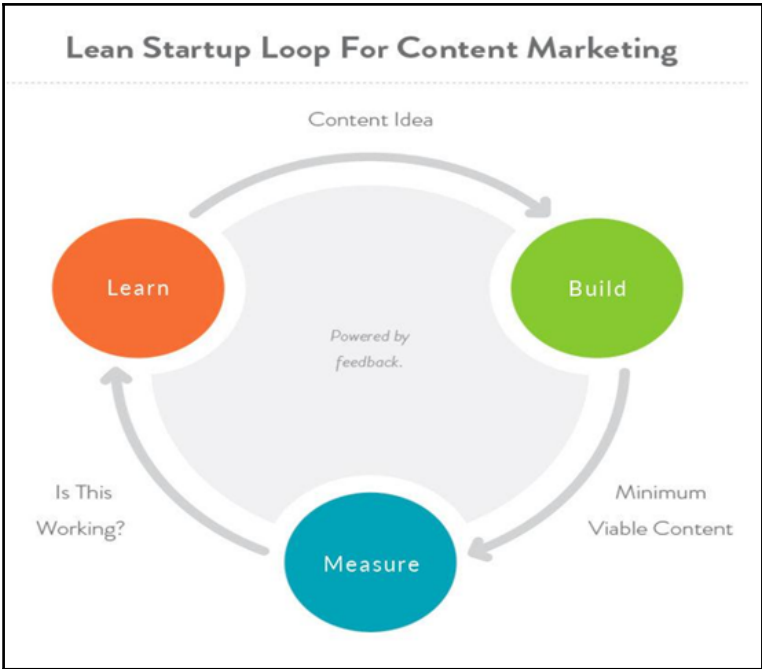
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 <p>City Guide App Android</p>	<p>City Guide Android App wpnova</p>	<p>in Mobile / Android / Full Applications Software Version: Android 2.1, Android 2.3.7, Android 3.1, Android 3.2, Android 4.0, Android 4.0.3, Android 4.0.4, Android 4.1.x, Android 4.2.x, Android 4.3.x, Android 4.4.x</p>	<p>\$28 9 ratings 130 Sales</p>



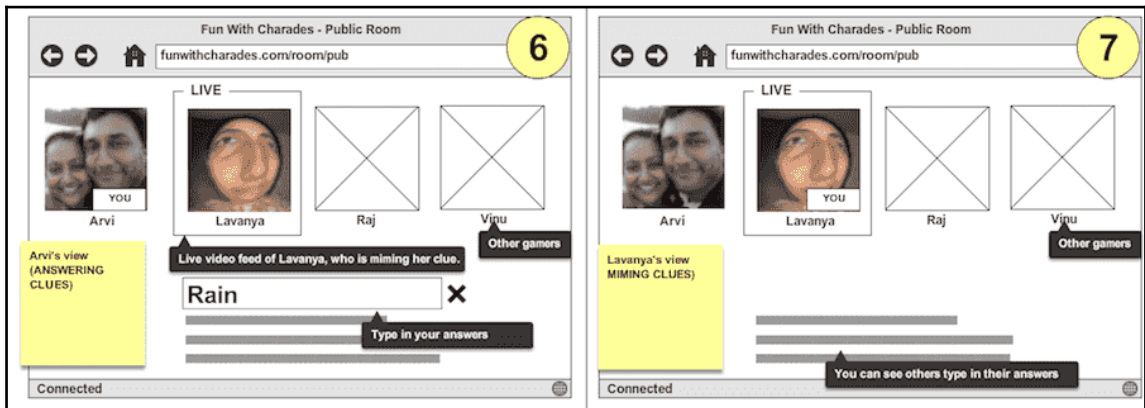
 <p>Firebase</p>	 <p>Azure</p>	 <p>Parse</p>	 <p>Amazon</p>
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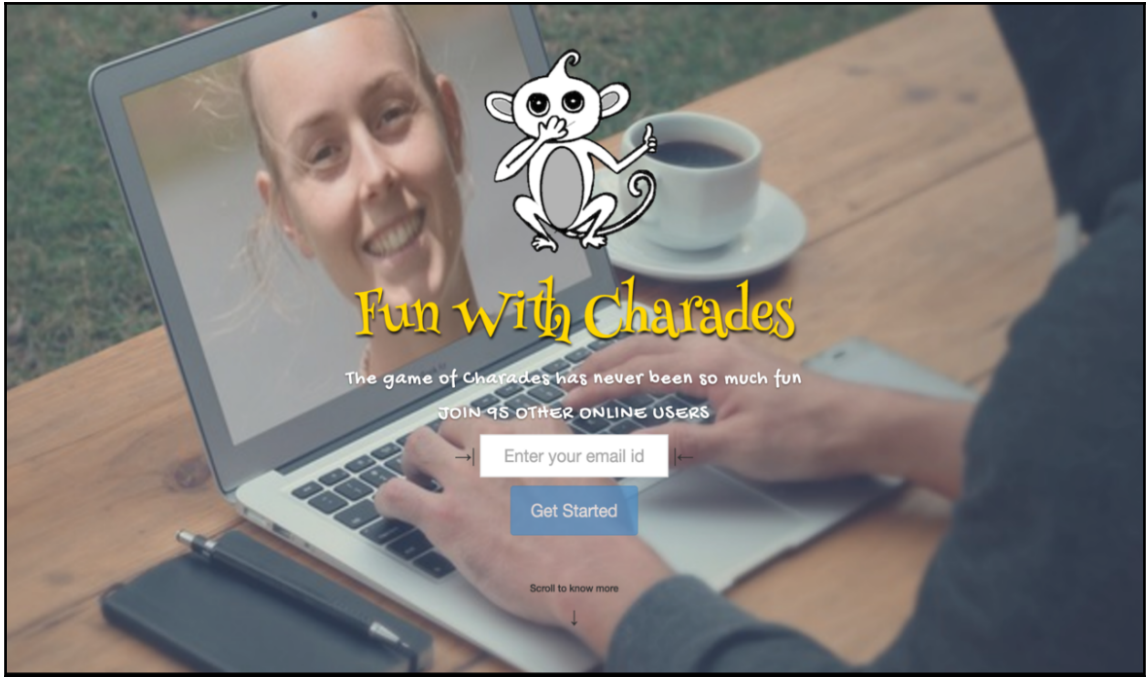
Chapter 06: MVP is Always More Minimal Than You Think





Chapter 07: Minimal Viable Product Case Studies





Play Online



Invite your friends to a room,
or play with others online.

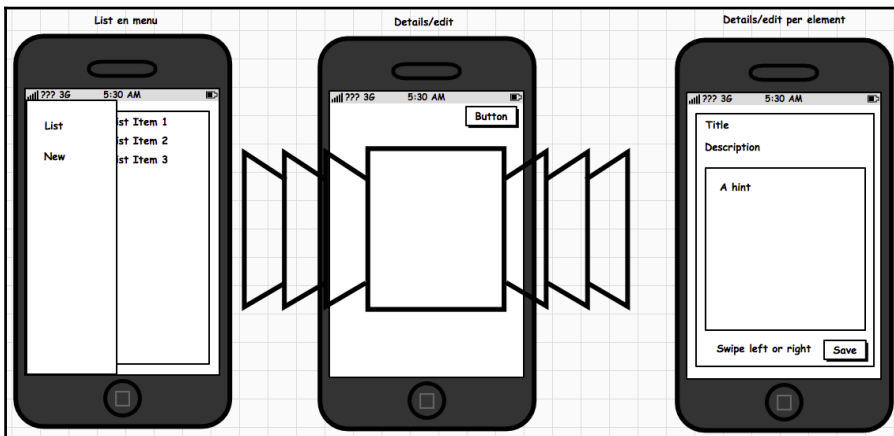
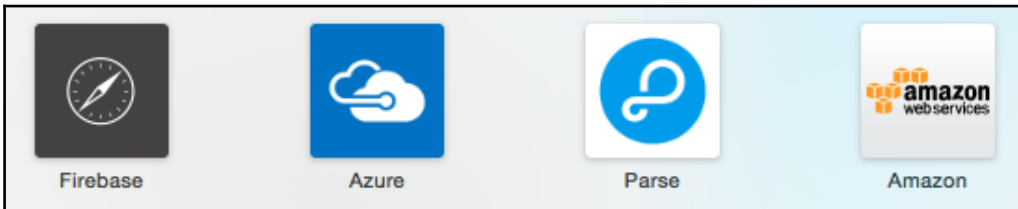
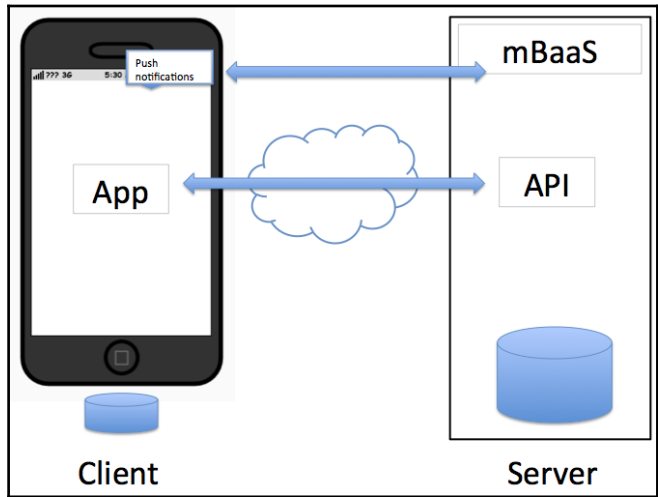


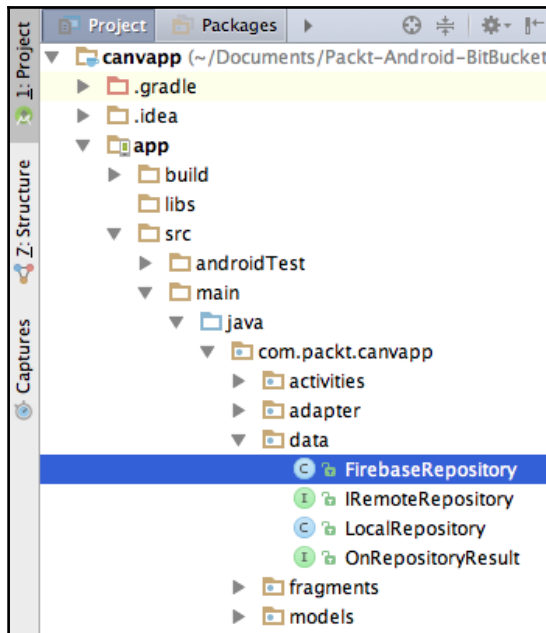
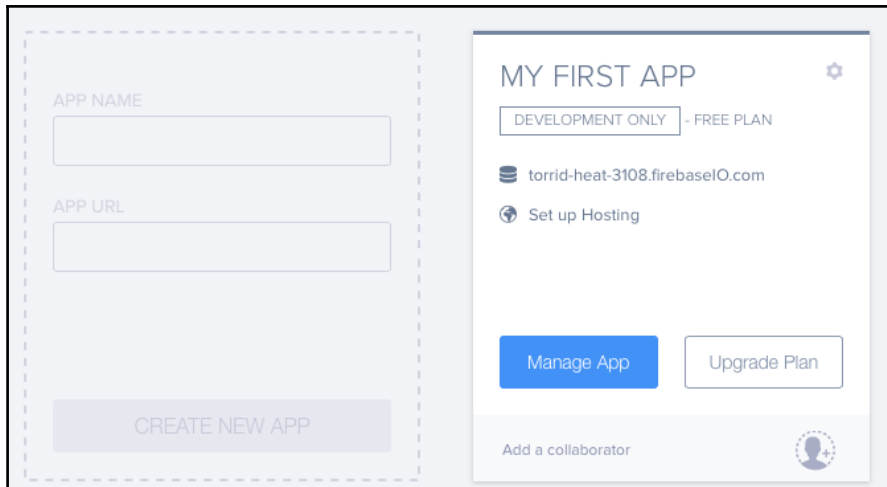
Act out word clues over live
online video.

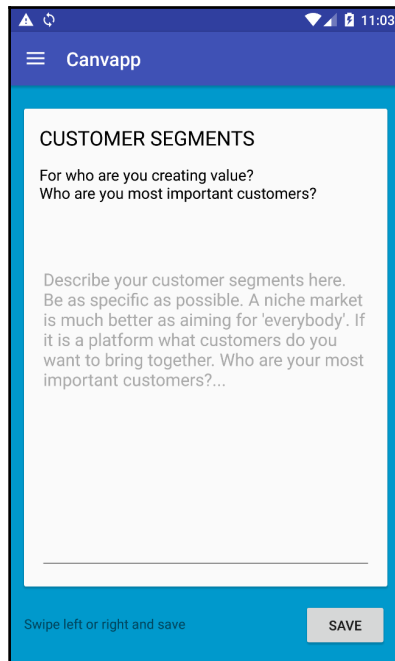
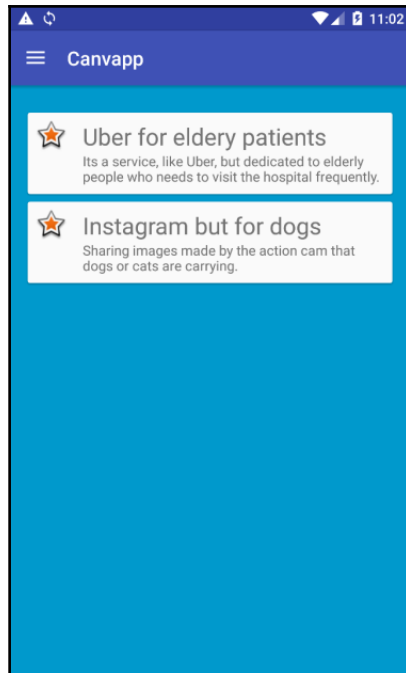


Make new friends from around
the world.

Chapter 08: Cloud Solutions for App Experiments







Dashboard
VIEWING MY FIRST APP
 Account Settings ▼

- Data
- Security & Rules !
- Simulator
- Analytics
- Login & Auth
- Hosting
- Secrets

torrid-heat-3108

Legend

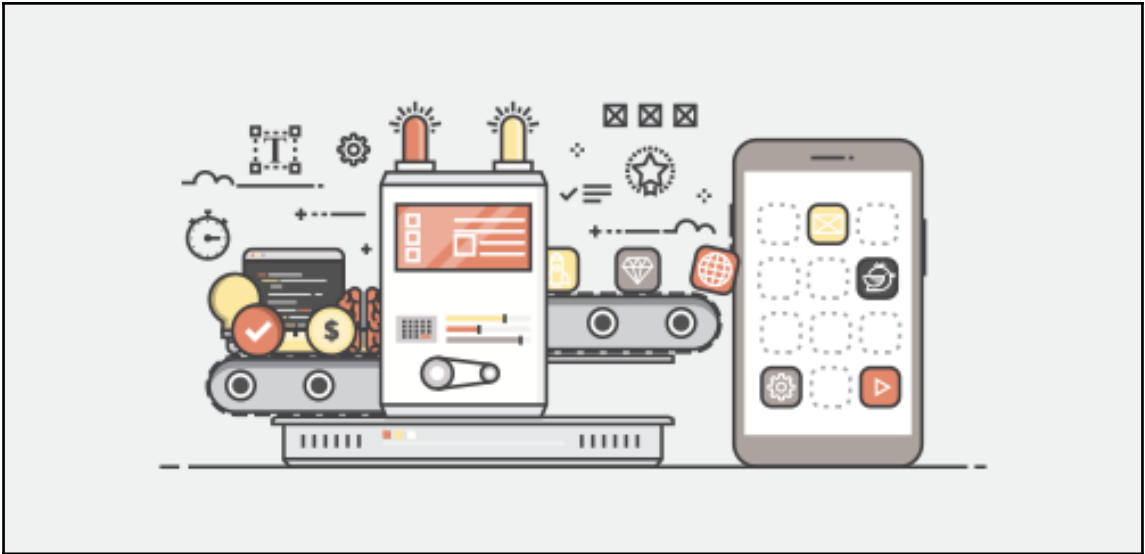
- Changed
- Added
- Deleted
- Moved

torrid-heat-3108

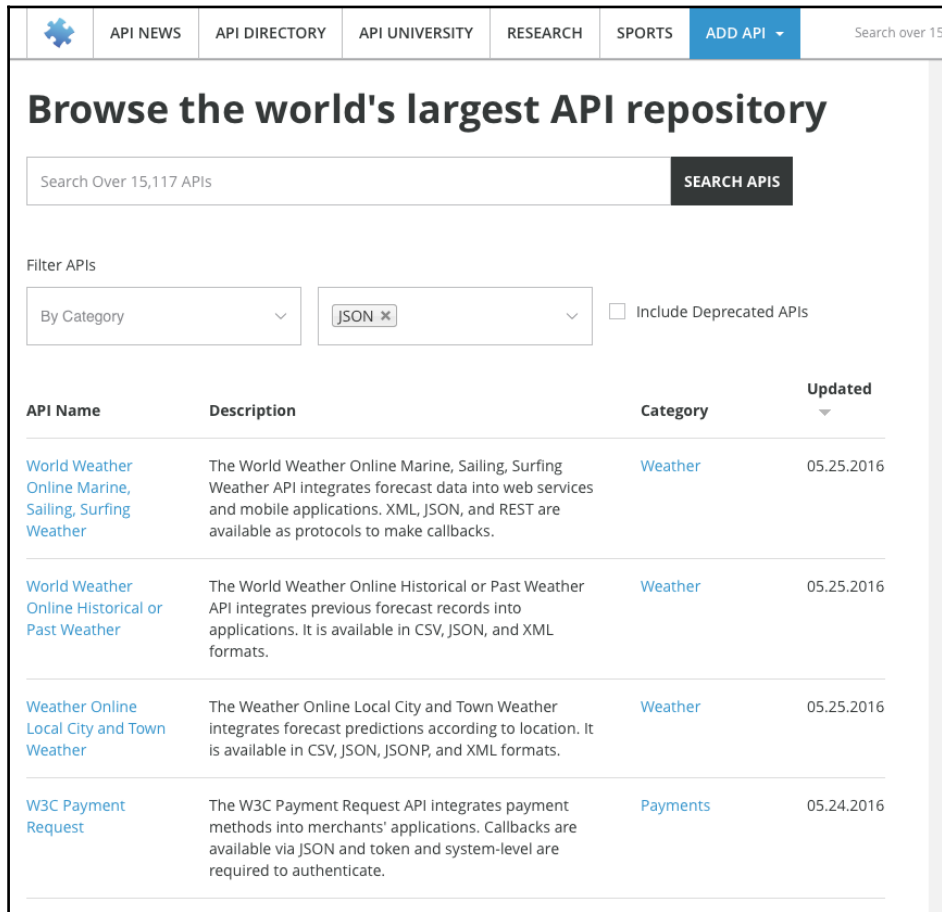
- canvapp
 - canvases
 - KH12jb8NCivuZmaJSay
 - ELEMENTS**
 - 0
 - DESCRIPTION: "Enter a descriptive title for your business mod...
 - HINT: "Enter your title here..."
 - ID: "TITLE"
 - TITLE: "SHORT DESCRIPTION"
 - VALUE: "Uber for elderly patients"
 - 1
 - DESCRIPTION: "For what concept do you want to design this can..."
 - HINT: "Enter the description of your business model ca..."
 - ID: "DESIGNED_FOR"
 - TITLE: "WHAT IS IT FOR?"
 - VALUE: "Its a service, like Uber, but dedicated to elde..."
 - 2
 - DESCRIPTION: "what value do you deliver to the customer? Whic..."
 - HINT: "Enter your proposition here. What are the chara..."
 - ID: "PROPOSITIONS"
 - TITLE: "VALUE PROPOSITIONS"
 - VALUE: "People are often busy with their jobs, kids and..."
 - 3

Chapter 09: Native, Hybrid, or Cross-Platform



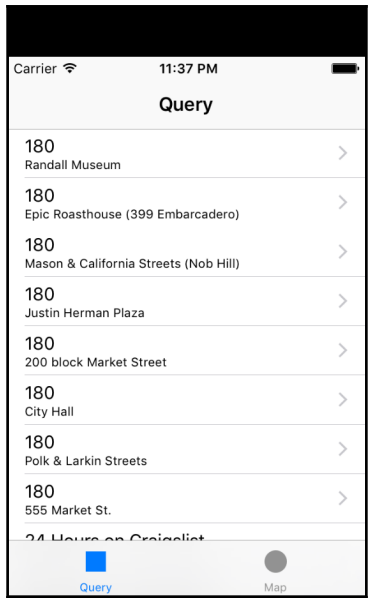


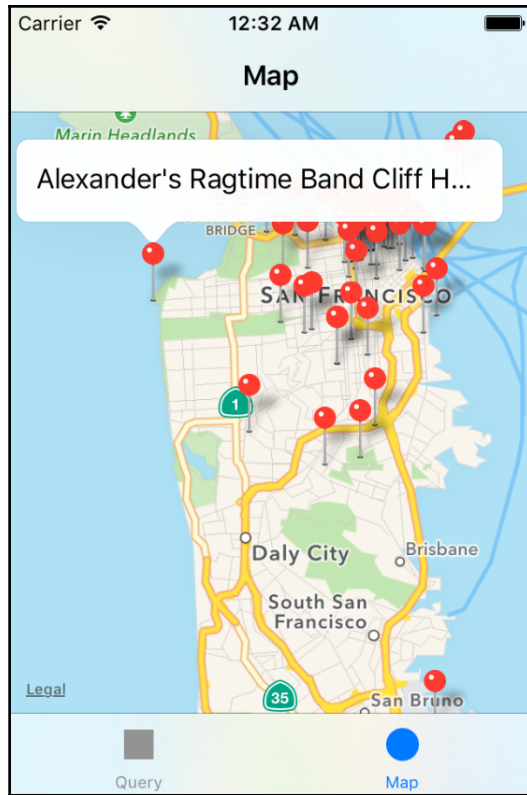
Chapter 10: There Is an API for That!

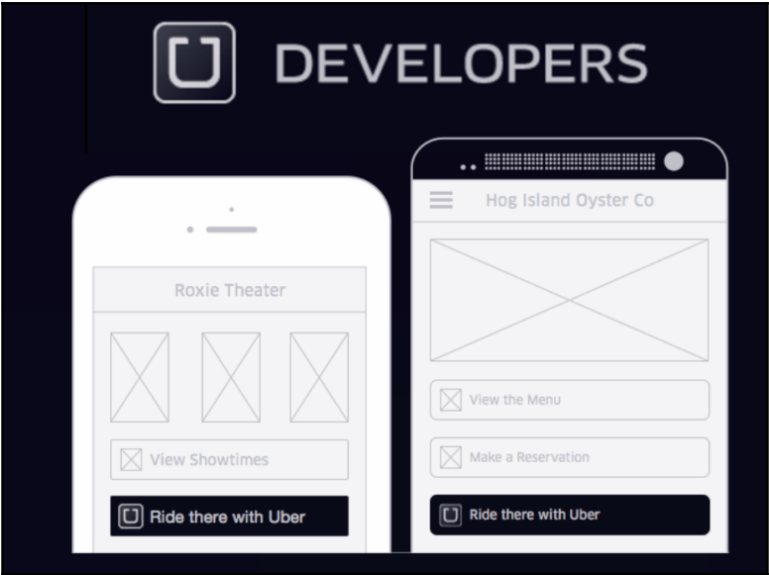


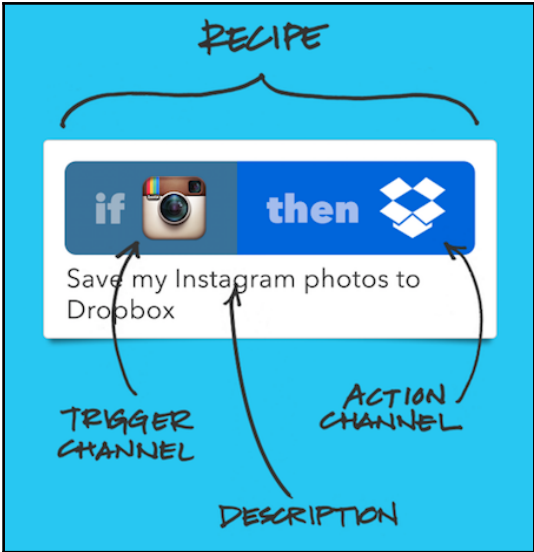
The screenshot shows the top navigation bar with links for API NEWS, API DIRECTORY, API UNIVERSITY, RESEARCH, SPORTS, and ADD API. A search bar contains the text "Search Over 15,117 APIs" and a "SEARCH APIS" button. Below the search bar, there are filter options: "By Category" (set to "JSON"), "Include Deprecated APIs" (unchecked), and a "Filter APIs" label. The main content is a table with four columns: API Name, Description, Category, and Updated. The table lists four APIs: World Weather Online Marine, Sailing, Surfing Weather; World Weather Online Historical or Past Weather; Weather Online Local City and Town Weather; and W3C Payment Request.

API Name	Description	Category	Updated
World Weather Online Marine, Sailing, Surfing Weather	The World Weather Online Marine, Sailing, Surfing Weather API integrates forecast data into web services and mobile applications. XML, JSON, and REST are available as protocols to make callbacks.	Weather	05.25.2016
World Weather Online Historical or Past Weather	The World Weather Online Historical or Past Weather API integrates previous forecast records into applications. It is available in CSV, JSON, and XML formats.	Weather	05.25.2016
Weather Online Local City and Town Weather	The Weather Online Local City and Town Weather integrates forecast predictions according to location. It is available in CSV, JSON, JSONP, and XML formats.	Weather	05.25.2016
W3C Payment Request	The W3C Payment Request API integrates payment methods into merchants' applications. Callbacks are available via JSON and token and system-level are required to authenticate.	Payments	05.24.2016











Choose a Trigger **step 2 of 7**

back ▲

You enter an area

This Trigger fires every time you enter an area you specify.

You exit an area

This Trigger fires every time you exit an area you specify.

You enter or exit an area

This Trigger fires every time you enter or exit an area you specify.



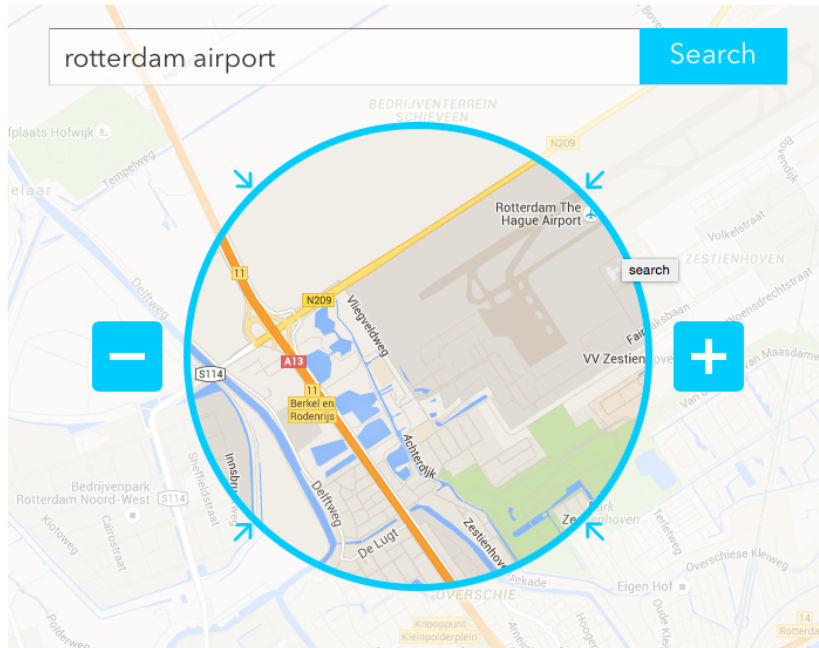
Complete Trigger Fields step 3 of 7




back ▲

You enter an area

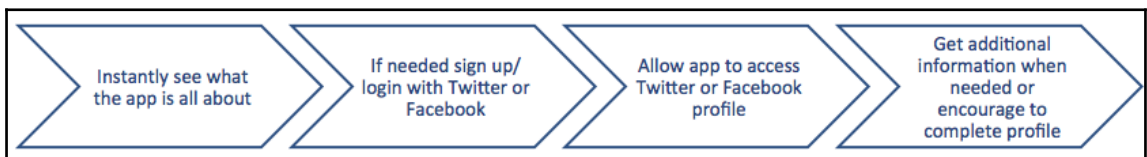
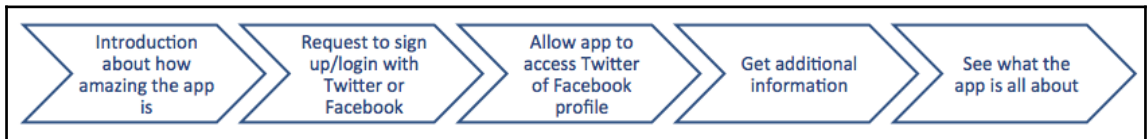
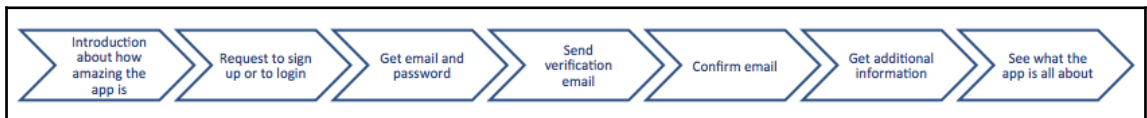
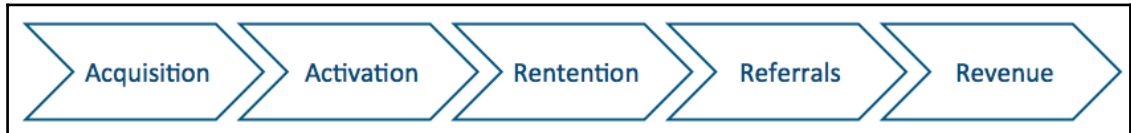
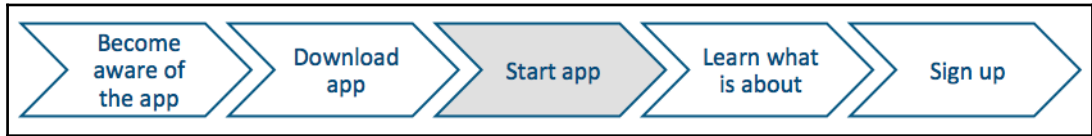


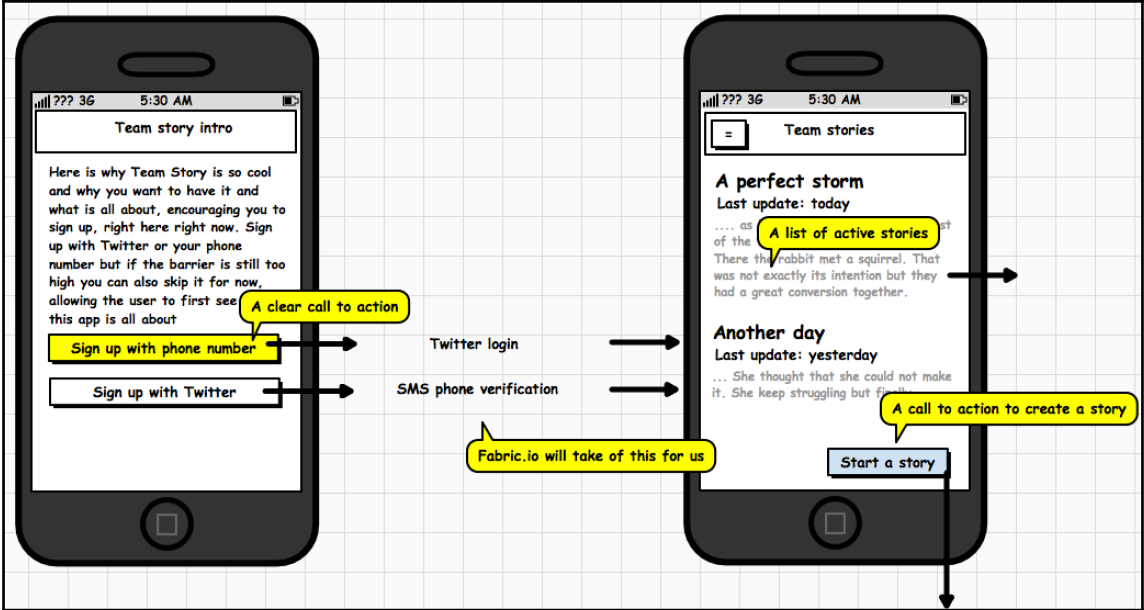
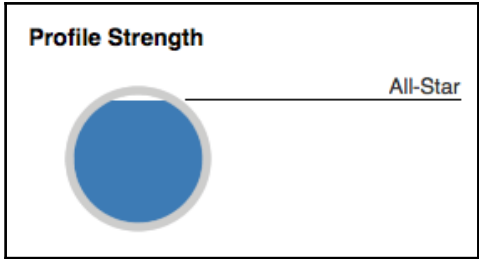
Locate an area

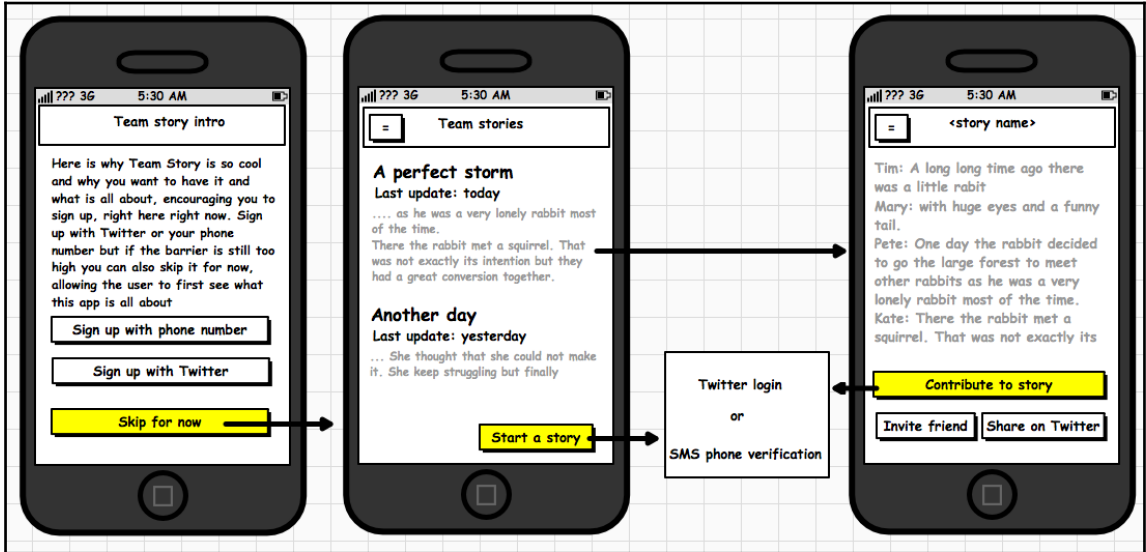
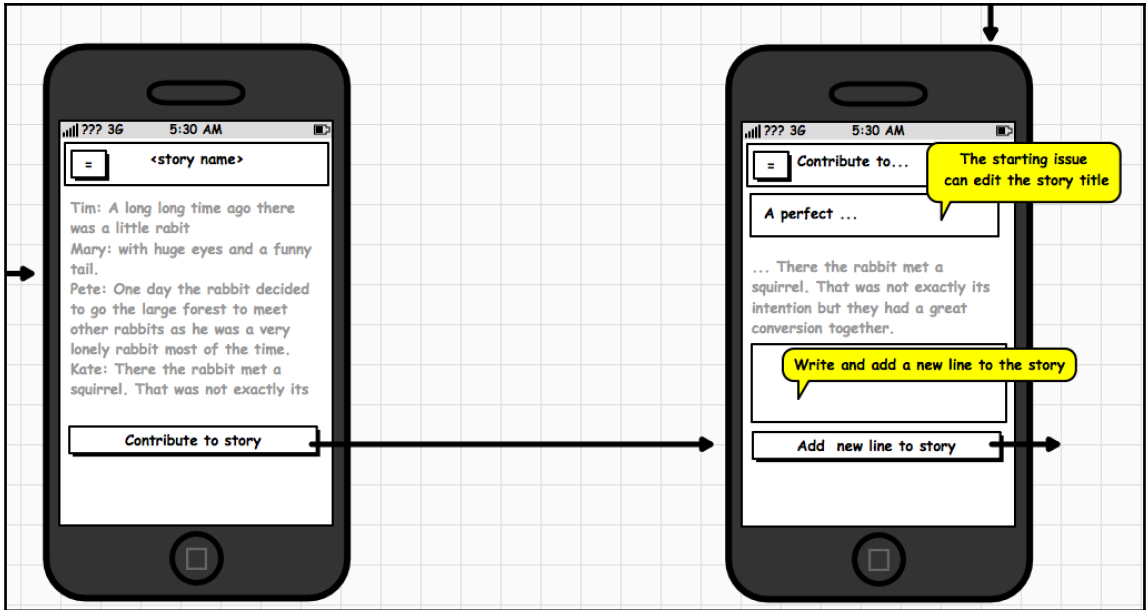


 **Complete Action Fields** step 6 of 7 back ▲
Send a direct message to yourself
 **Message**
 
Some links may not work in direct messages
[Create Action](#)

Chapter 11: Onboarding and Registration







Team stories

Do you want to stay in touch? Having literary ambitions or do you just want to work on something with family, friends or colleagues? Write stories together!

Getting started is easy. Sign up with your Twitter account or just with your mobile phone and you are good to go. Best of all: it is free!

Not convinced yet? Of course you can have a look first to see what is all about and sign up later!

[USE MY PHONE NUMBER](#)

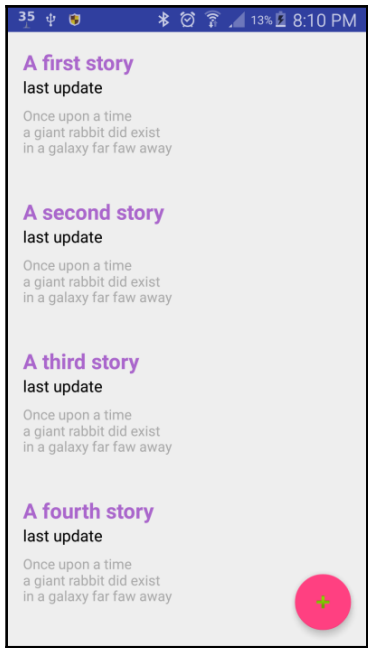
[Log in with Twitter](#)

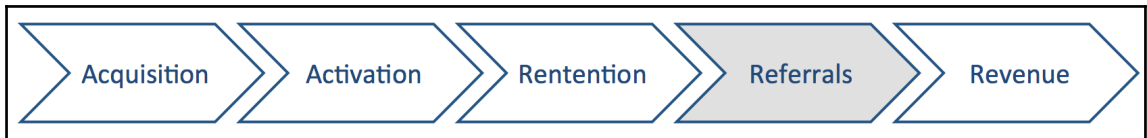
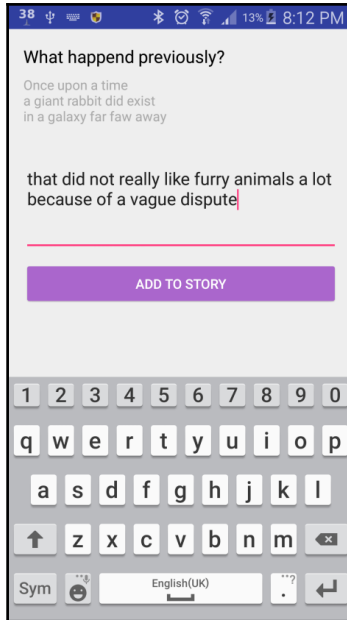
[SKIP THIS FOR NOW](#)

Search by email address, phone number, or user UID [ADD USER](#) [Refresh](#) [More](#)

Identifier	Providers	Created	Signed In	User UID ↑
-		Oct 30, 2017	Nov 1, 2017	c8e4L04Su50QZkhc1q53Pva51hA2
+3163 <input type="text"/>		Oct 29, 2017	Oct 29, 2017	d4ACmSe70K0wocu176vMHAWZ...

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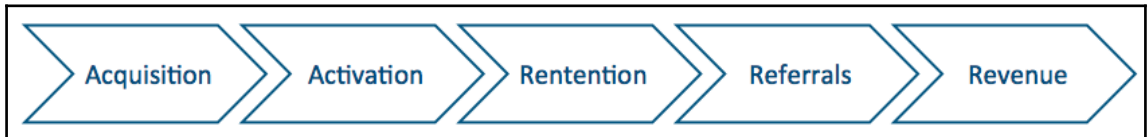
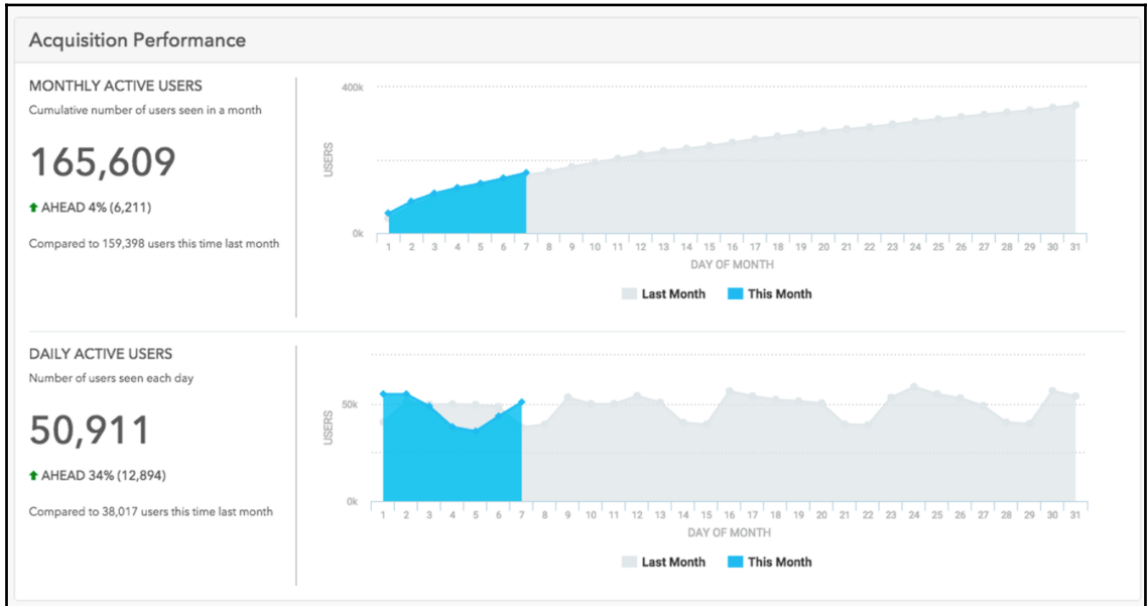
Chapter 12: Do Things That Do Not Scale

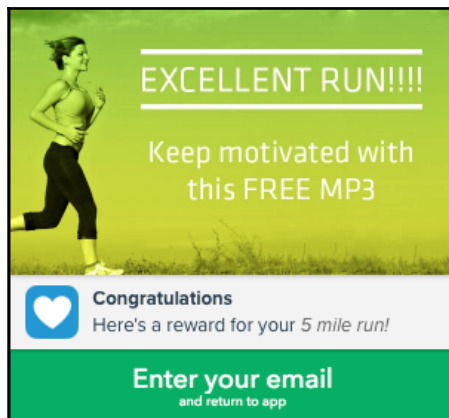
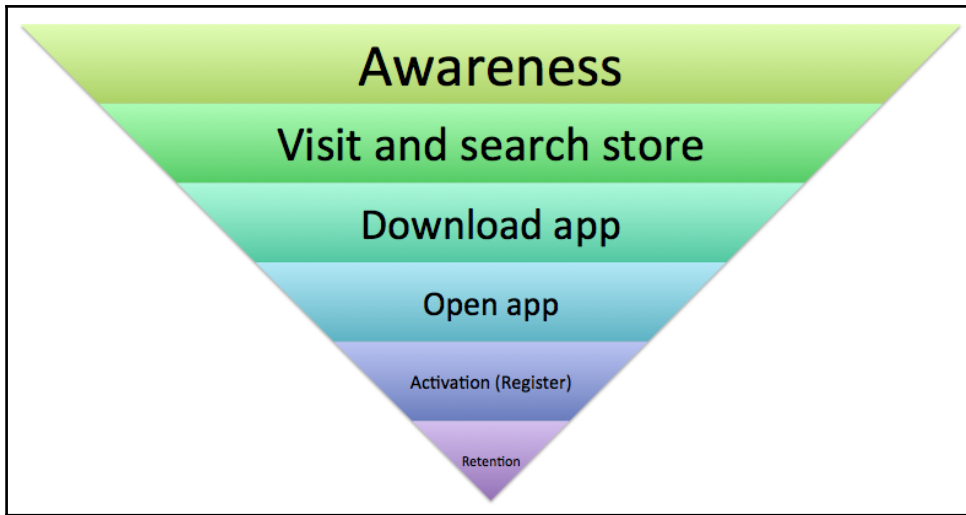


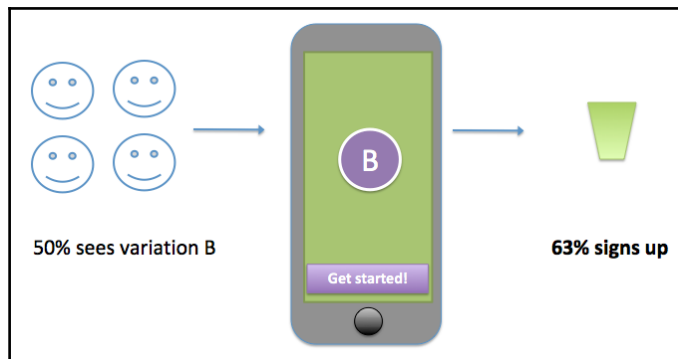
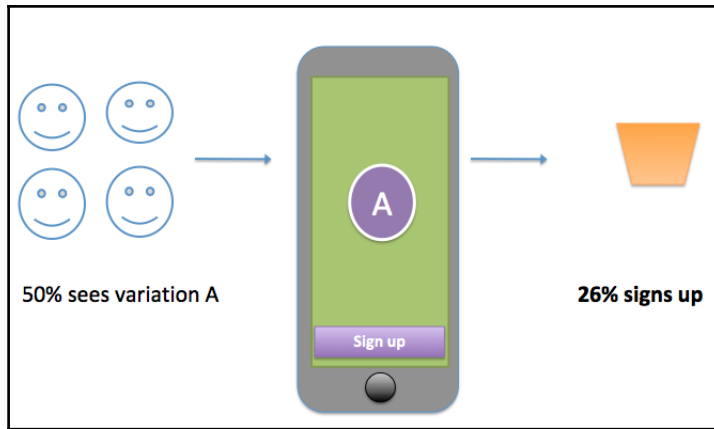
Chapter 13: Play Store and App Store Hacks

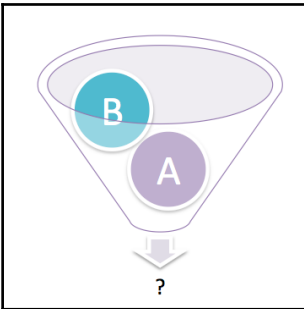
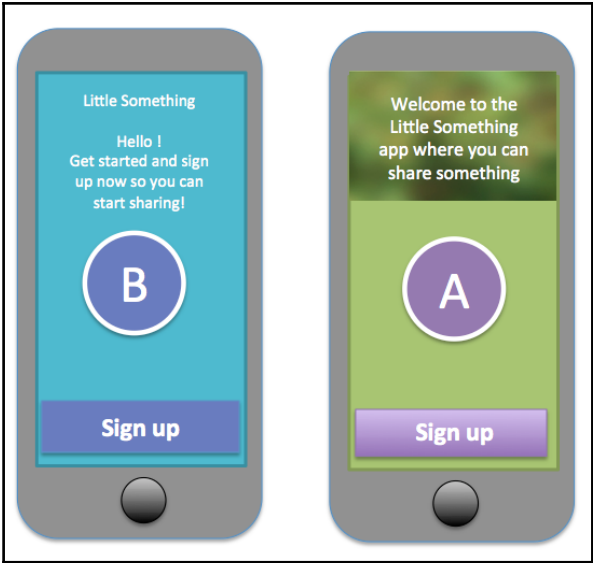


Chapter 14: A/B Testing Your App


















Assistant ⚙️ ↵

 **Firebase**



Firebase gives you the tools and infrastructure from Google to help you develop, grow and earn money from your app. [Learn more](#)

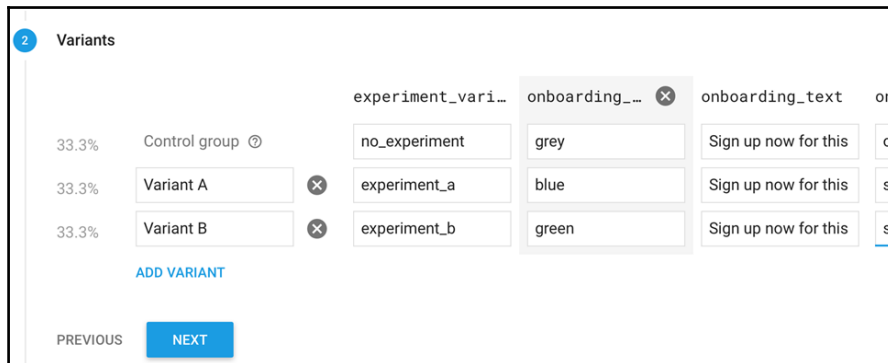
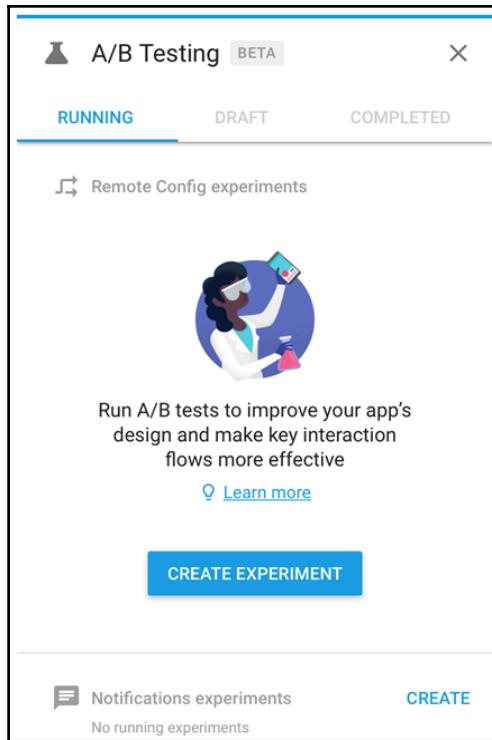
- ▶️  **Analytics**
Measure user activity and engagement with free, easy, and unlimited analytics. [More info](#)
- ▶️  **Cloud Messaging**
Deliver and receive messages and notifications reliably across cloud and device. [More info](#)
- ▶️  **Authentication**
Sign in and manage users with ease, accepting emails, Google Sign-In, Facebook and other login providers. [More info](#)
- ▶️  **Realtime Database**
Store and sync data in realtime across all connected clients. [More info](#)
- ▶️  **Storage**
Store and retrieve large files like images, audio, and video without writing server-side code. [More info](#)
- ▶️  **Remote Config**
Customize and experiment with app behavior using cloud-based configuration parameters. [More info](#)

 Firebase	TimeTell ▼
🏠 Project Overview ⚙️	Project settings
DEVELOP	Managed in Google Cloud Console 
	Users and permissions 🔗

Your apps

ADD APP

Android apps	Download the latest config file	  google-services.json
<div style="background-color: #0070C0; color: white; padding: 5px; border-radius: 3px; display: flex; align-items: center;">  com.packt.splittestde... </div>	<p style="font-size: 0.8em; margin: 0;">This file contains configuration details such as keys and identifiers, for the services you just enabled.</p>	



Draft
Your experiment is ready to start

[EDIT](#) [START EXPERIMENT](#)

Details Created 17 minutes ago 5% of users matching 1 criteria 3 variants 0 test devices

Description onSignup()

Targeting and distribution 5% of users matching:
App com.packt.splittestdemo

experiment_variant	onboarding_color	onboarding_text	onboarding_background	
Control group 33.3%	no_experiment	grey	Sign up now for this beautiful app and benefit from all amazing offers	oranges
Variant A 33.3%	experiment_a	blue	Sign up now for this beautiful app and benefit from all amazing offers	strawberry
Variant B 33.3%	experiment_b	green	Sign up now for this beautiful app and benefit from all amazing offers	oranges

Test devices (draft only) [MANAGE TEST DEVICES](#)

Test devices for 'Split test example'

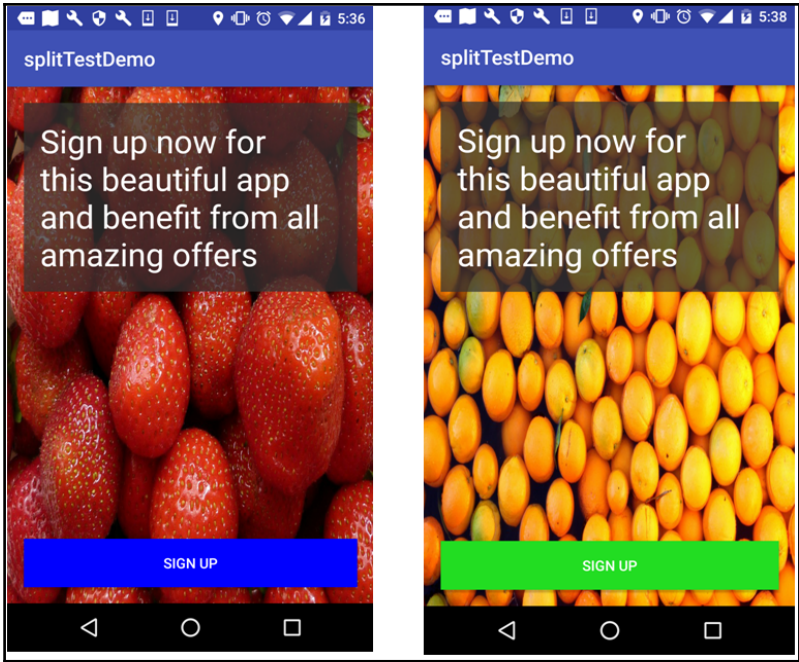
You can test specific variants by entering the Firebase Instance ID tokens for your test devices below

Instance ID token [?] Variant

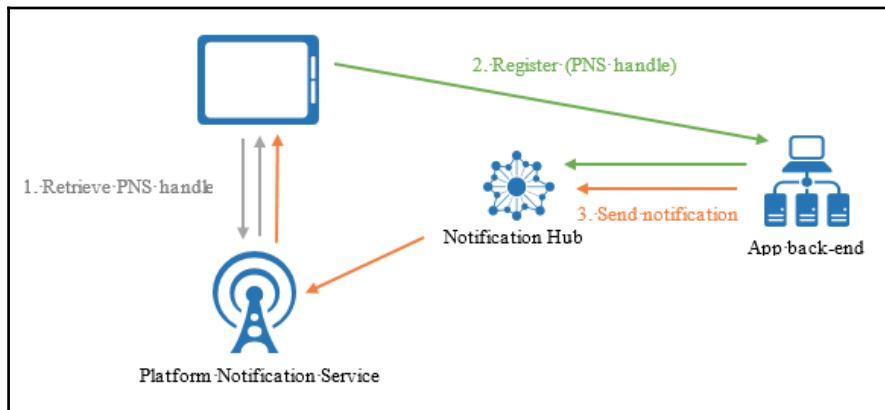
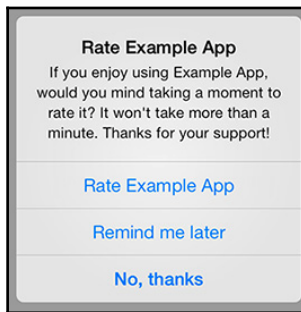
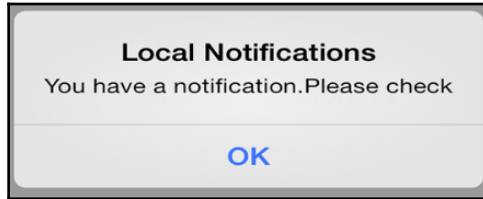
[ADD](#)

No test devices configured

[CANCEL](#) [SAVE](#)



Chapter 15: Growing Traction and Improving Retention



Core

Push

Send New Push
Past Pushes

Analytics

App Settings

Choose your recipients.

Send to everyone, or use an audience to target the right users.

Audience

Everyone


Create an audience

Write your message

The best campaigns use short and direct messaging.


What type of message are you sending? Text JSON

Application Services:		
Service	Development	Distribution
App Groups	<input type="radio"/> Disabled	<input type="radio"/> Disabled
Associated Domains	<input type="radio"/> Disabled	<input type="radio"/> Disabled
Data Protection	<input type="radio"/> Disabled	<input type="radio"/> Disabled
Game Center	<input checked="" type="radio"/> Enabled	<input checked="" type="radio"/> Enabled
HealthKit	<input type="radio"/> Disabled	<input type="radio"/> Disabled
HomeKit	<input type="radio"/> Disabled	<input type="radio"/> Disabled
Wireless Accessory Configuration	<input type="radio"/> Disabled	<input type="radio"/> Disabled
Apple Pay	<input type="radio"/> Disabled	<input type="radio"/> Disabled
iCloud	<input type="radio"/> Disabled	<input type="radio"/> Disabled
In-App Purchase	<input checked="" type="radio"/> Enabled	<input checked="" type="radio"/> Enabled
Inter-App Audio	<input type="radio"/> Disabled	<input type="radio"/> Disabled
Wallet	<input type="radio"/> Disabled	<input type="radio"/> Disabled
Push Notifications	<input checked="" type="radio"/> Enabled	<input checked="" type="radio"/> Configurable



Your certificate is ready.

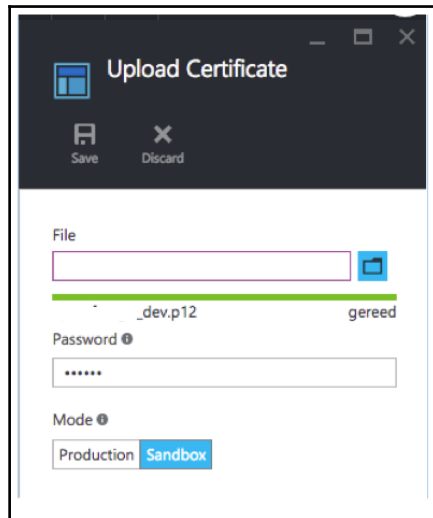
Download, Install and Backup
Download your certificate to your Mac, then double click the .cer file to install in Keychain Access. Make sure to save a backup copy of your private and public keys somewhere secure.

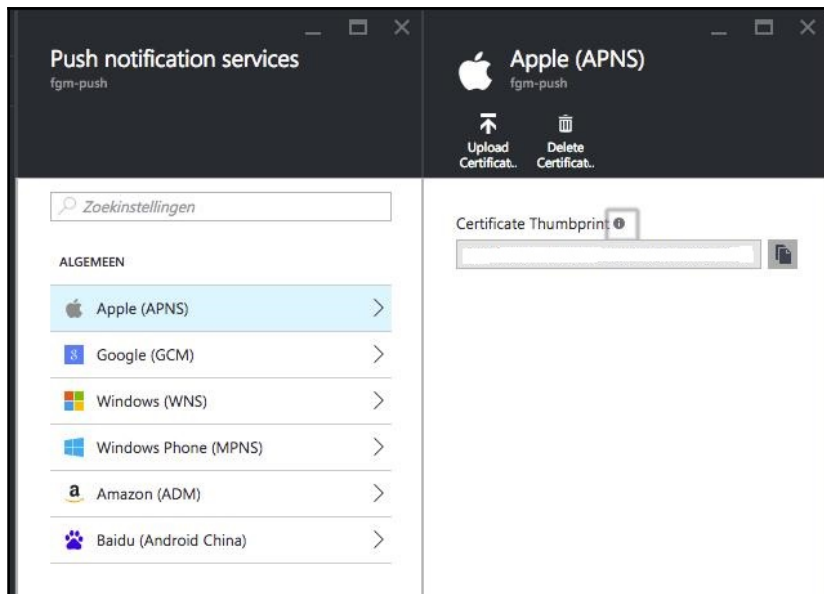


Name: Apple Development iOS Push Services: NotificationHubs.GetStarted
Type: APNs Development iOS
Identifier ID: Notification Hubs Get Started with iOS
Expires: May 13, 2016

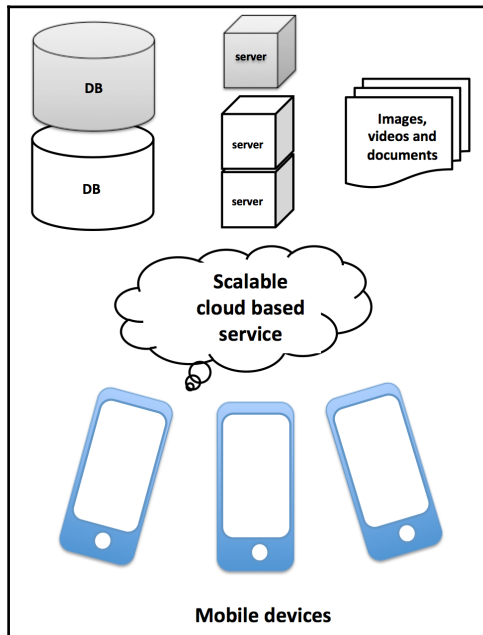
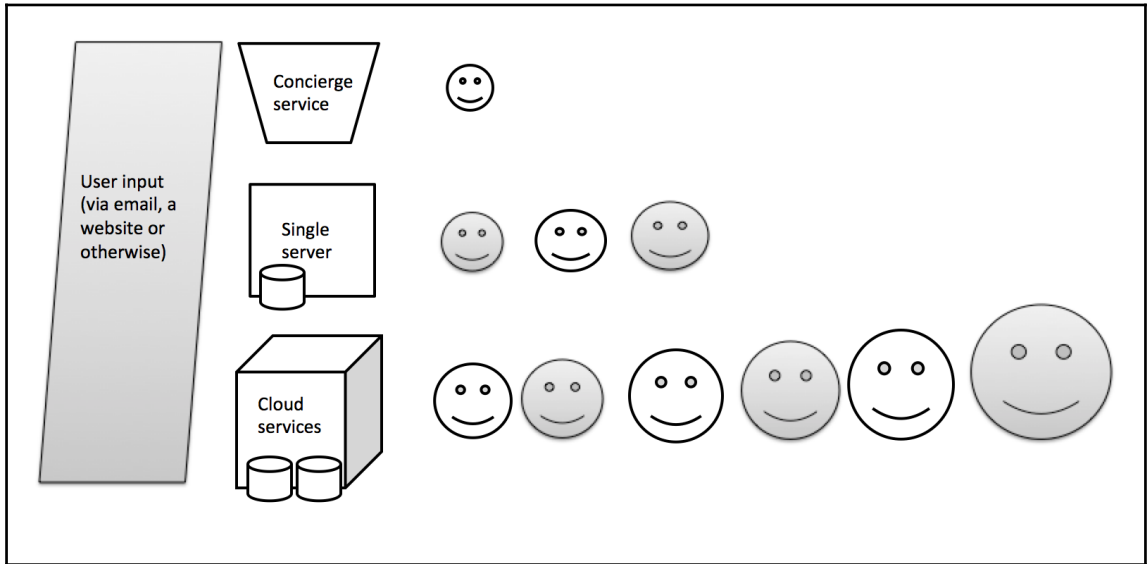
[Download](#)

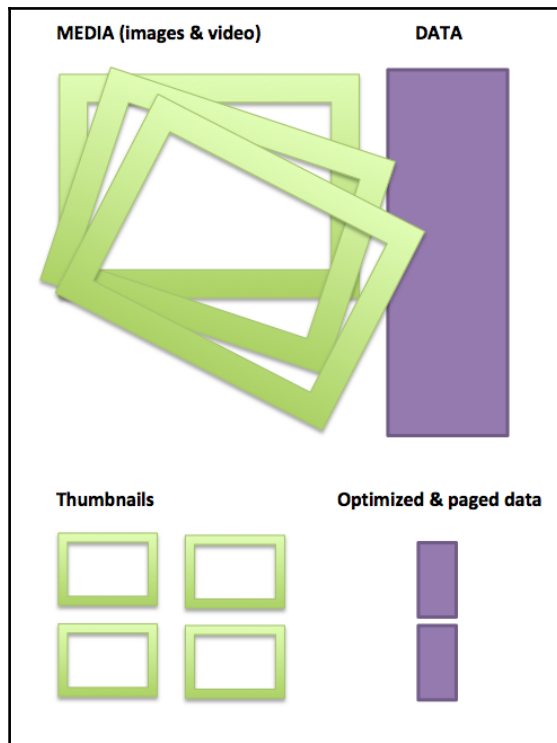
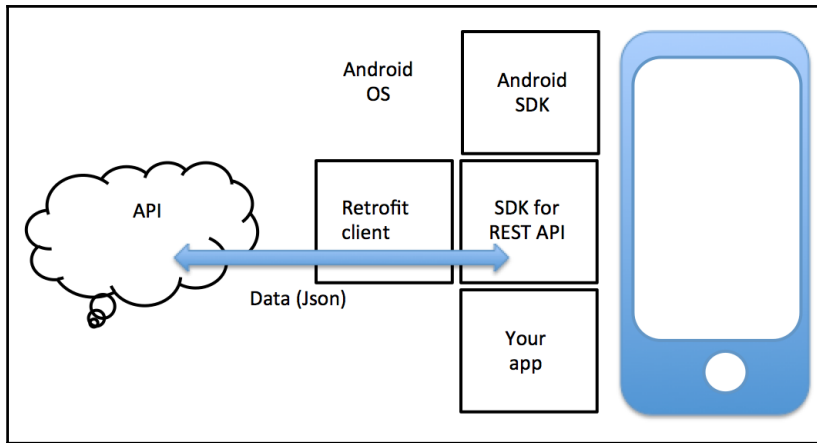
Documentation
For more information on using and managing your certificates read:
[App Distribution Guide](#)





Chapter 16: Scaling Strategies





EDIT SCALE SETTINGS FOR SCHEDULE Crunch week set

SCALE BY METRIC NONE CPU QUEUE

INSTANCES TOTAL CPU

INSTANCE RANGE
A1 (1 CORE, 1.75 GB MEMORY) 3 10

TARGET CPU 60 80

SCALE UP BY 2 instances at

SCALE UP WAIT TIME 20 minutes after last scale action

SCALE DOWN BY 2 instances at

SCALE DOWN WAIT TIME 20 minutes after last scale action

Welcome to Auto Scaling

You can use Auto Scaling to manage Amazon EC2 capacity automatically, maintain the right number of instances for your application, operate a healthy group of instances, and scale it according to your needs.

[Learn more](#)

[Create Auto Scaling group](#)

Note: To create your Auto Scaling groups in a different region, select your region from the navigation bar.

Benefits of Auto Scaling

Reusable Instance Templates



Provision instances based on a reusable template you define, called a launch configuration.

[Learn more](#)

Automated Provisioning



Keep your Auto Scaling group healthy and balanced, whether you need one instance or 1,000.

[Learn more](#)

Adjustable Capacity



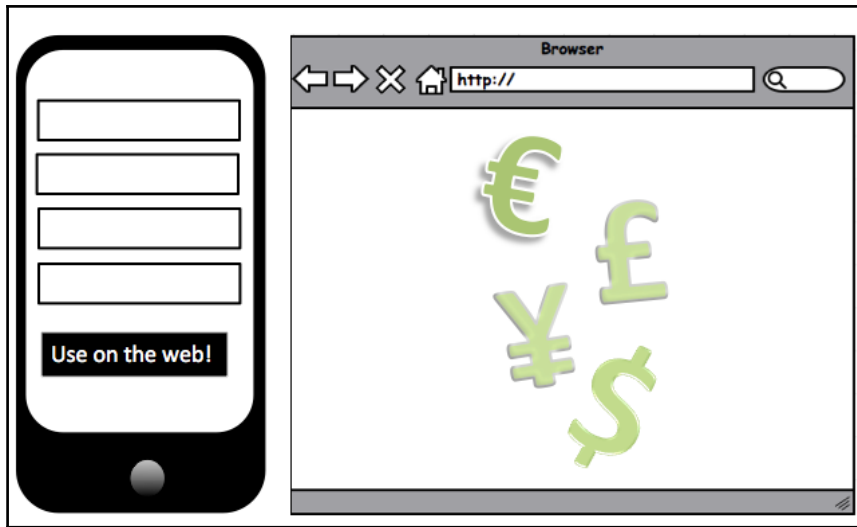
Maintain a fixed group size or adjust dynamically based on Amazon CloudWatch metrics.

[Learn more](#)

Chapter 17: Monetization and Pricing Strategy



Product price	\$	1,00
VAT 21%	\$	-0,21
		0,79
Store fee 30%	\$	-0,24
Net revenue		0,55





<p>Stack of Coins</p> <p>12 500 </p> <p>for</p> <p>€ 1.99 Buy</p>	<p>Pile of Coins</p> <p>32 500 </p> <p>for</p> <p>€ 4.99 Buy</p>	<p>Wallet of Coins </p> <p>70 000 140k</p> <p>for</p> <p>€ 9.99 Buy</p> <p>x2 Limited Time</p>
<p>Stash of Coins </p> <p>160k 320k</p> <p>for</p> <p>€ 19.99 Buy</p> <p>x2 Limited Time</p>	<p>Heap of Coins </p> <p>500k 1M</p> <p>for</p> <p>€ 49.99 Buy</p> <p>x2 Limited Time</p>	<p>Vault of Coins </p> <p>1.25M 2.5M</p> <p>for</p> <p>€ 99.99 Buy</p> <p>x2 Limited Time</p>

App Store **Features** TestFlight Activity

In-App Purchases

Game Center

Encryption

Promo Codes

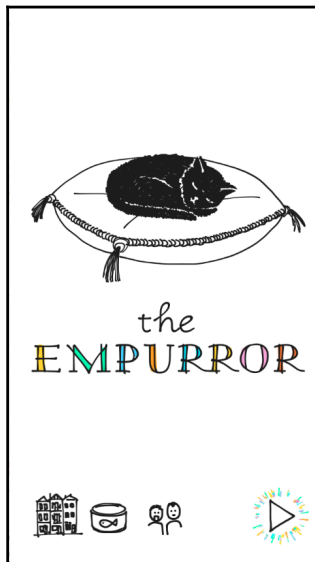
In-App Purchases

i Your first In-App Purchase must be submitted with a new app version. Select it from the app's In-App Purchases section and click Submit.

Once your binary has been uploaded and your first In-App Purchase has been submitted for review, additional In-App Purchases can be submitted using the table below.

In-App Purchases (4) [+](#) [View Shared Secret](#)

Reference Name ^	Type	Product ID	Status
A colourful world	Non-Consumable	EMP_COLORFUL_WORLD	● Ready to Submit
Tip jar amazing	Consumable	EMP_TIP_JAR_AMAZING	● Ready to Submit
Tip Jar generous	Consumable	EMP_TIP_JAR_GENEROUS	● Ready to Submit
Tip jar massive	Consumable	EMP_TIP_JAR_MASSIVE	● Ready to Submit



✕

We hope you enjoy our little game. If you do, help us make more games like this! Leave a review or donate some money.



0.99

Generous donation



1.99

Massive donation








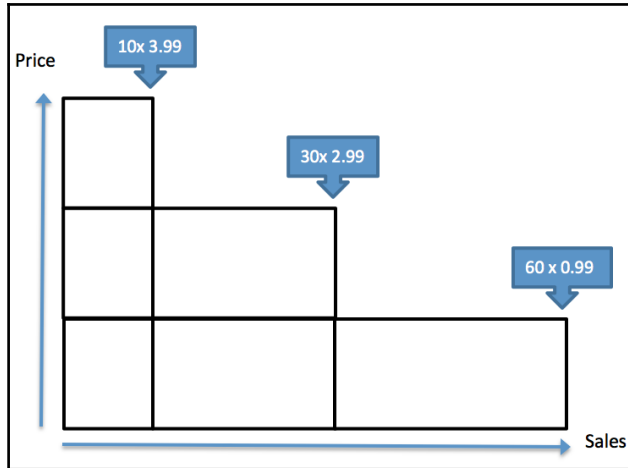
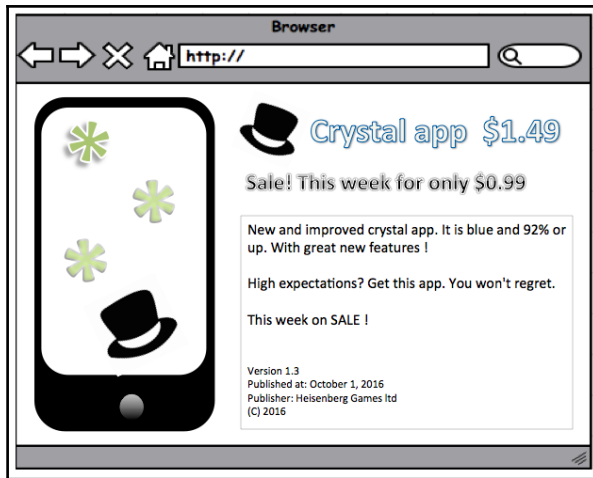
4.99

Amazing donation

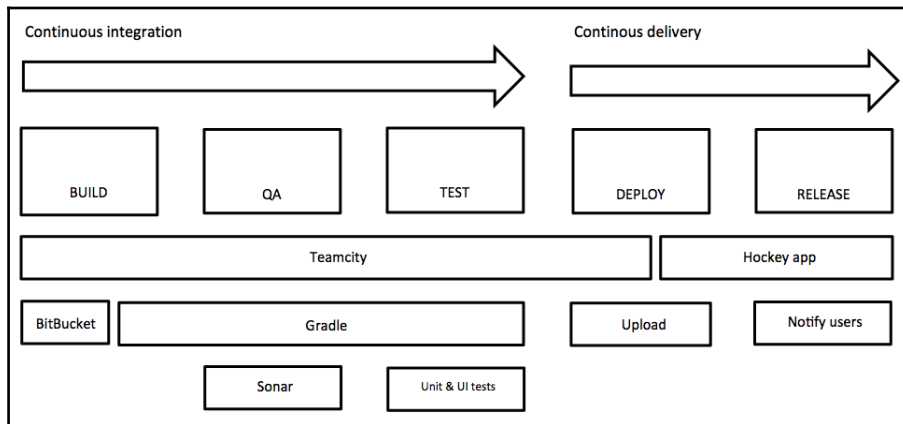
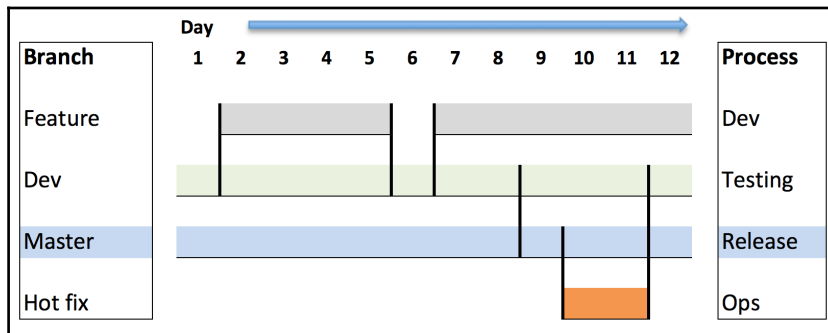
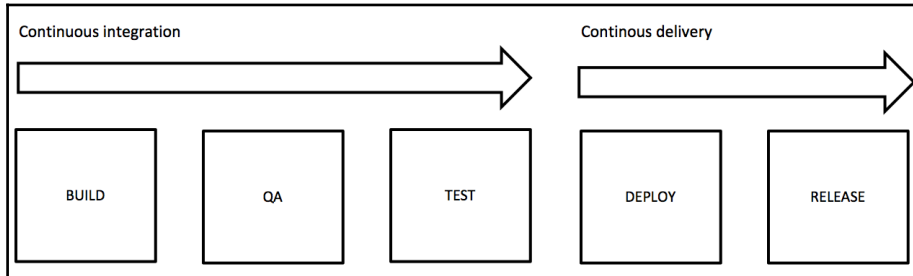
Leave a review in the App Store

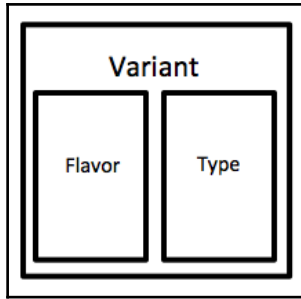
PAID

1	 <p>Minecraft: Pocket Editi... Mojang</p>	<p>\$6.99</p> <p>In App Purchases</p>
2	 <p>Heads Up! Warner Bros.</p>	<p>\$0.99</p> <p>In App Purchases</p>
3	 <p>Facetune Lightricks Ltd.</p>	<p>\$3.99</p>
4	 <p>NBA 2K17 2K</p>	<p>\$7.99</p> <p>In App Purchases</p>
5	 <p>Pumped BMX 3 Yeah Us!</p>	<p>\$3.99</p>



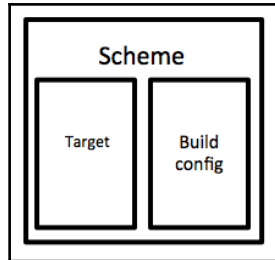
Chapter 18: Continuous Deployment





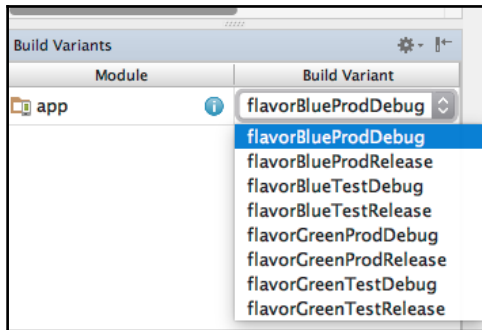
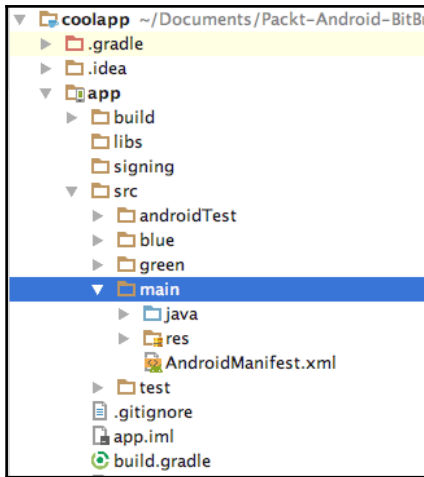
Android Studio

Variant	Flavor	Type
LightTest	Light	Test
LightProd	Light	Prod
FullTest	Full	Test
FullProd	Full	Prod



xCode

Scheme	Target	Config
Test Light	Light	Test
Prod Light	Light	Prod
Test Full	Full	Test
Prod full	Full	Prod



TC Projects | Changes | Agents | Build Queue

Administration > <Root project> > Create New Project

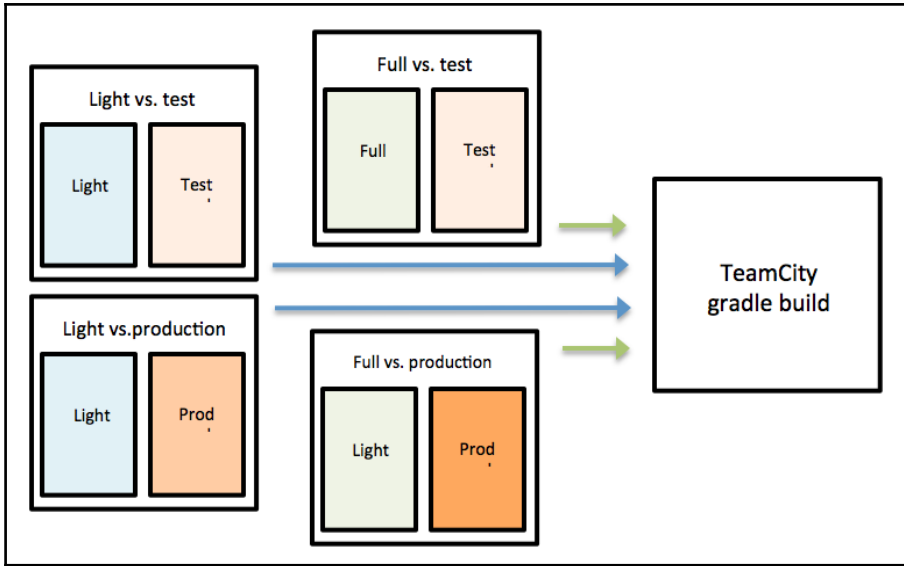
Parent Project: * <Root project>

Name: * Cool app - Packt demo project

Project ID: * CoolAppPacktDemoProject
This ID is used in URLs, REST API, HTTP requests to the server, and configuration settings in the TeamCity Data Directory.

Description: Cool app - Packt demo project

Create Cancel



New Build Step

Runner type: Command Line
Simple command execution

Step name: Build - Coolapp - Green - Test
Optional, specify to distinguish this build step from other steps.

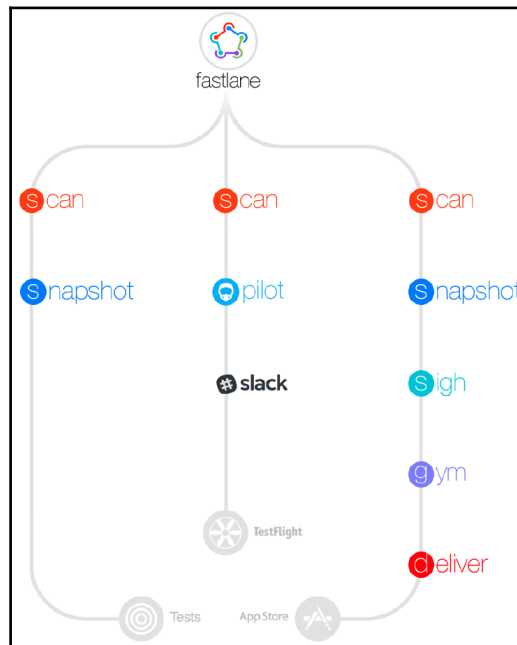
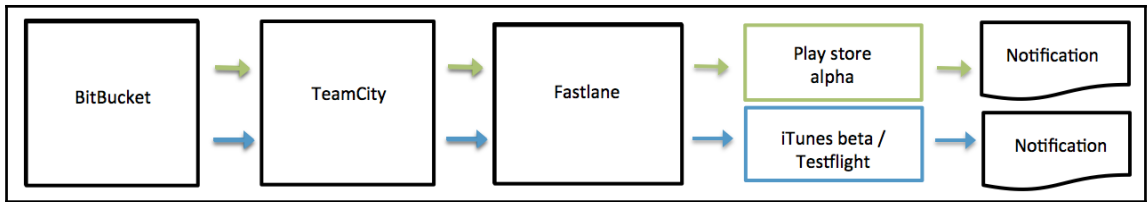
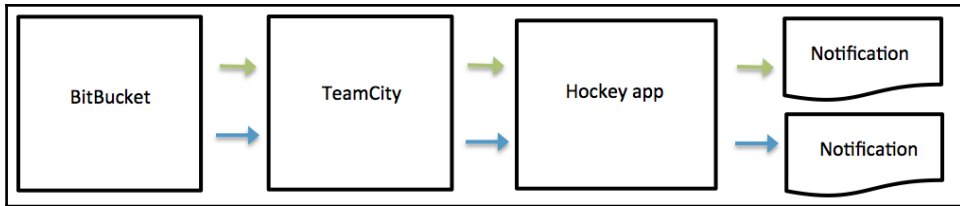
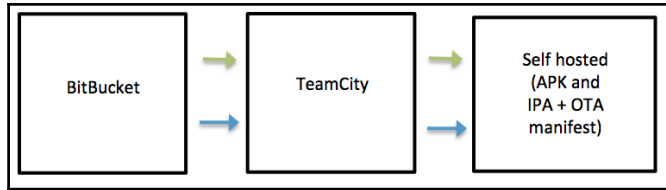
Execute step: If all previous steps finished successfully
Specify the step execution policy.

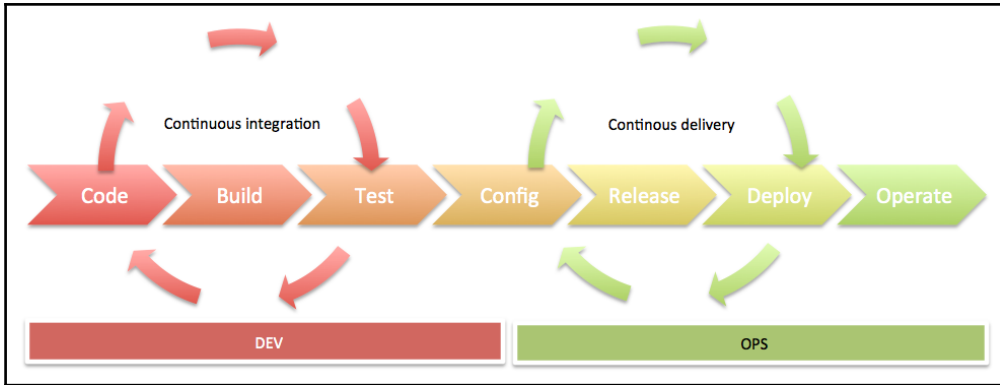
Working directory:
Optional, set if differs from the checkout directory.

Run: Custom script

Custom script: Enter build script content:

```
./gradlew assemblectFlavorGreenTestRelease
```





Chapter 19: Building an Unfair Advantage



Chapter 20: The Flyng Case Study

Flyng


The best way to College!

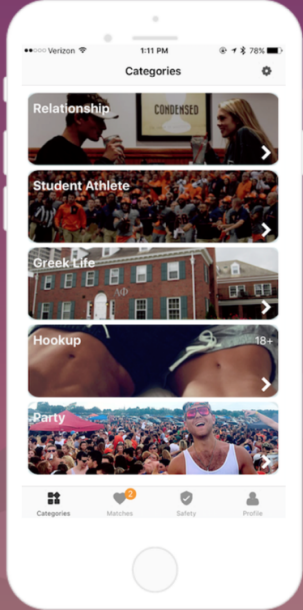
Flyng

Connect with students across your personal interests and experience the New Social.

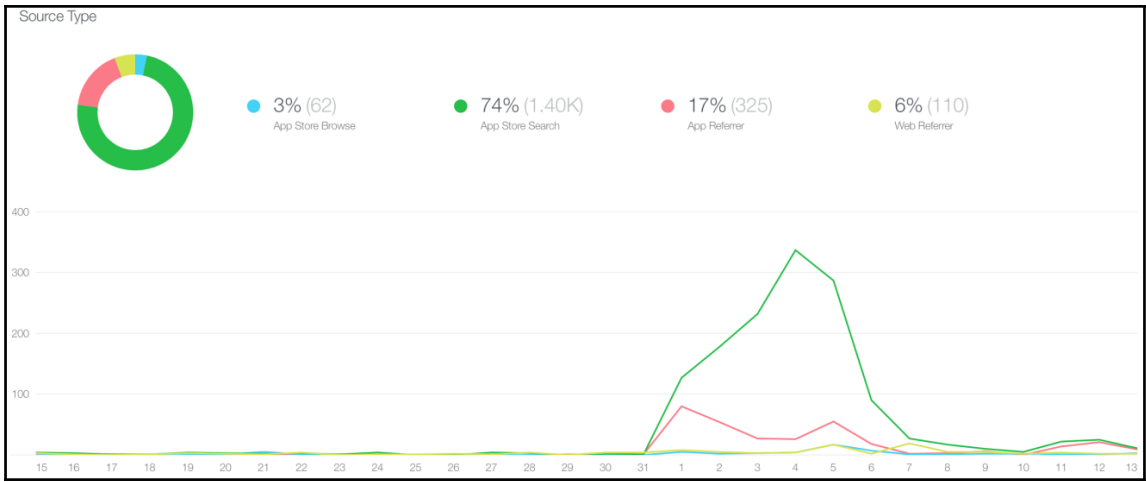
Select which categories to appear in:

- Relationship, Student Athlete, Greek Life, Hookup, Party, Senior, Junior, Sophomore, Freshman. Explore the categories that match your tastes, swipe up or down to show interest and elevate your college social experience.





The image shows a smartphone displaying the Flyng app's 'Categories' screen. The screen lists five categories with corresponding images: 'Relationship' (a couple), 'Student Athlete' (a crowd of students), 'Greek Life' (a building), 'Hookup' (two people), and 'Party' (a large crowd). The bottom navigation bar includes icons for 'Categories', 'Matches', 'Safety', and 'Profile'.



The Business Model Canvas

Designed for:

Flyng

Key Partners

Who are our Key Partners?

Social influencers
 Apple and the App Store
 Advertisers/ Adv. agency
 Ambassadors
 Local influencers

Key Activities

Matching people based on mutual interests, creating a perfect online experience. By delivering that experience Flyng is adding value.

Flyng is service oriented, so we are heavily investing the relationship with our customers. We want them to know that they are heard and that we do care about their experience with the app and the feedback they give.

Value Propositions

What value do we deliver to the customer?

We provides Category and story driven people matching aimed at one particular vertical (colleges).

Because we are dedicated to this particular vertical we are in the position to actually create value.

Key Resources

The app store
 Back4App / Parse server
 Quickblox
 HR
 Our users

Our unfair advantage will be our brand perception of leading to better connections and dates, as endorsed by our users and ourselves.

Cost Structure

What are the most important costs inherent in our business? Which Key Resources are most expensive? Which Key Activities are most expensive?

Cost Structure (focused on value creation, primary activities)

Cost Driver (impact cost structure, low price value proposition)

Cost Structure (focused on value creation, primary activities)

Cost Driver (impact cost structure, low price value proposition)

Cost Structure (focused on value creation, primary activities)

Cost Driver (impact cost structure, low price value proposition)

Back4app (premium account)
 Quickblox (premium account)
 Marketing cost (running campaigns, travelling, etc)

Revenue Streams

For what value are our customers willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute?

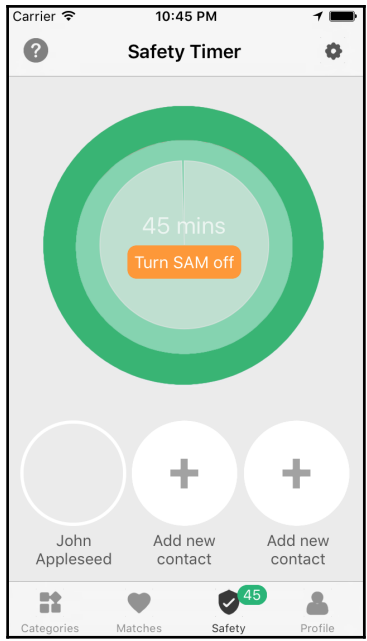
Revenue Stream (focused on value capture, primary activities)

Revenue Stream (focused on value capture, primary activities)

Revenue Stream (focused on value capture, primary activities)

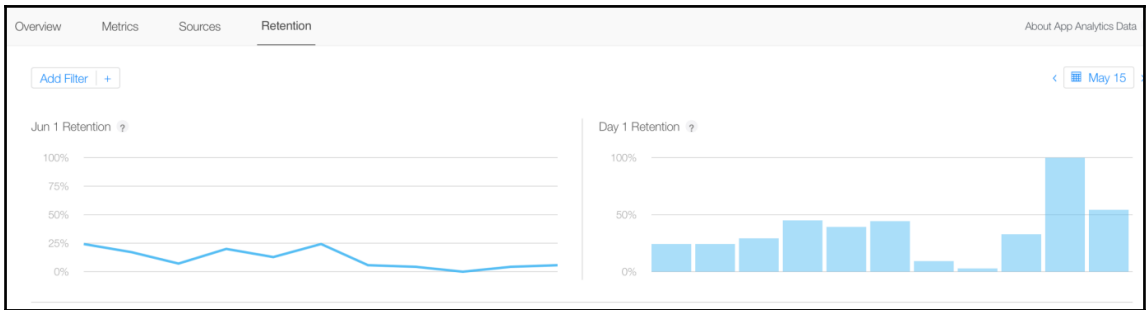
Revenue Stream (focused on value capture, primary activities)

Flyng	Designed by:	Date:	Version:																
<p>Propositions </p> <p>Who are we solving for the customer? What are the customer's problems and how are we solving them?</p> <p>Our value proposition is to provide Category and story to people matching aimed at a particular vertical (colleges).</p> <p>We are dedicated to this vertical we are in the top 10 actually create value.</p> <p>Our competitive advantage will be our reputation of leading to connections and dates, as well as by our users and</p>	<p>Customer Relationships </p> <p>How do we interact with our customers?</p> <p>We provide feedback on Twitter, Instagram and to comments in the app store.</p> <p>We also look at statistical information at Fabric Answers, Crashlytics and the insights that iTunesConnect gives us.</p> <p>Focus on specific customer segments as well (Different countries, areas, etc)</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers?</p> <p>Our users are college students. For now we are focus on the area of Boston.</p> <p>Advertisers, since they bring the money with them.</p>																	
<p>Channels </p> <p>Through which channels do our customers buy our products?</p> <p>Social media</p> <p>The app store.</p> <p>Push notification messages</p>	<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to our total revenue?</p> <table style="width: 100%; font-size: small;"> <tr> <td style="width: 50%;">Types</td> <td style="width: 50%;">Price Realization</td> </tr> <tr> <td>Asset sale</td> <td>List price</td> </tr> <tr> <td>Usage fee</td> <td>Product feature dependent</td> </tr> <tr> <td>Subscription/Plan</td> <td>Customer segment dependent</td> </tr> <tr> <td>Licensing/Marketing/leasing</td> <td>dependent</td> </tr> <tr> <td>Licensing</td> <td>Volume dependent</td> </tr> <tr> <td>Storage fees</td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> </tr> </table>			Types	Price Realization	Asset sale	List price	Usage fee	Product feature dependent	Subscription/Plan	Customer segment dependent	Licensing/Marketing/leasing	dependent	Licensing	Volume dependent	Storage fees		Advertising	
Types	Price Realization																		
Asset sale	List price																		
Usage fee	Product feature dependent																		
Subscription/Plan	Customer segment dependent																		
Licensing/Marketing/leasing	dependent																		
Licensing	Volume dependent																		
Storage fees																			
Advertising																			
<p>Premium features</p> <p>Advertisements within a category</p> <p>Sponsored categories.</p>		<p>Revenue Streams </p>																	



Daily Retention ?
Opt-in Only

Date	Devices	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	>
Average	46	36%	25%	14%	12%	11%	11%	8%	5%	1%	4%	6%													
Jun 1	54	24%	17%	7%	20%	13%	24%	6%	4%	0%	4%	6%													
Jun 2	67	24%	15%	19%	7%	16%	10%	4%	0%	1%	3%														
Jun 3	103	29%	27%	15%	27%	9%	6%	8%	8%	3%															
Jun 4	123	45%	19%	32%	15%	11%	7%	12%	7%																
Jun 5	120	39%	37%	19%	13%	11%	12%	10%																	
Jun 6	48	44%	27%	4%	6%	10%	6%																		
Jun 7	11	9%	9%	0%	9%	9%																			
Jun 8	3	0%	0%	0%	0%																				
Jun 9	3	33%	0%	33%																					
Jun 10	1	100%	100%																						
Jun 11	13	54%																							
Jun 12	6																								



CLASS Match 55 objects • Public Read and Write enabled + Add Row Refresh Filtered

objectId	String	updatedAt	Date	createdAt	Date	ACL	ACL	Profile1	Pointer <Pr...
<input type="checkbox"/>	j6Q8bnBeAg	28 June 2017 at 16:12:23 UTC		8 June 2017 at 01:16:30 UTC		Public Read + Write		p1J7Gt0J0	
<input type="checkbox"/>	okX0lf0rXA	28 June 2017 at 16:12:13 UTC		6 June 2017 at 04:57:17 UTC		Public Read + Write		Z0HUd8kG9v	
<input type="checkbox"/>	Y4CQiCuUeK	27 June 2017 at 18:05:38 UTC		6 June 2017 at 00:09:40 UTC		Public Read + Write		TzxTf0mCX	
<input type="checkbox"/>	2jilVsgT8i	27 June 2017 at 18:05:19 UTC		7 June 2017 at 18:42:50 UTC		Public Read + Write		bs6GiDQDCT	
<input type="checkbox"/>	0vAiYggAbd	27 June 2017 at 18:04:47 UTC		8 June 2017 at 17:42:20 UTC		Public Read + Write		T2LKz9QKtr	
<input type="checkbox"/>	WxPiZfAfwK	27 June 2017 at 18:04:34 UTC		10 June 2017 at 16:24:27 UTC		Public Read + Write		1SxA0g4nbx	
<input type="checkbox"/>	YWGsfuzT98	27 June 2017 at 18:04:31 UTC		8 June 2017 at 21:33:47 UTC		Public Read + Write		zftxm4aCgg	
<input type="checkbox"/>	Lk0EaEgPIh	27 June 2017 at 05:11:39 UTC		14 June 2017 at 03:32:29 UTC		Public Read + Write		VtAZRmsR2j	

QuickBlox Dashboard **STARTER**

Home > Flyng chat > Chat > History

Flyng chat > Chat > History Dialogs

Description

10 records per page

<input type="checkbox"/>	ID	Type	Photo	Name	Occupants ID's
<input type="checkbox"/>	58ed3ca1...	Private		Mike van Drongelen	26230692,26240...

SHOWING 1 TO 1 OF 1 ENTRIES
[Remove selected](#)

Flyng chat

- Overview
- Chat**
- Content
- Custom
- Location
- Push notifications
- Users

97.9% +0.6%
Crash-Free Users for All Builds

Build	Today
All Builds	97.9%
1.0.4 (51)	97.9%

JUN 01 JUN 14

How is your app's stability?
 Understand your app's stability with Crashlytics. >

