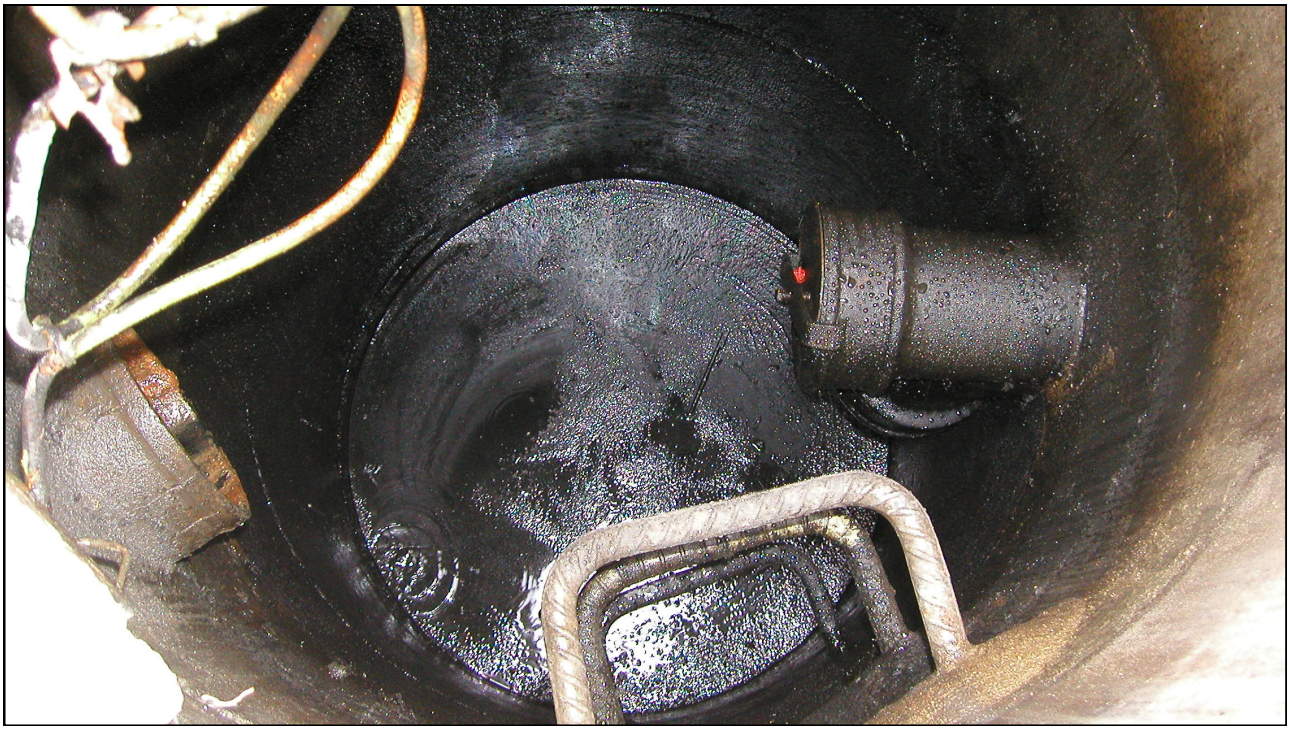
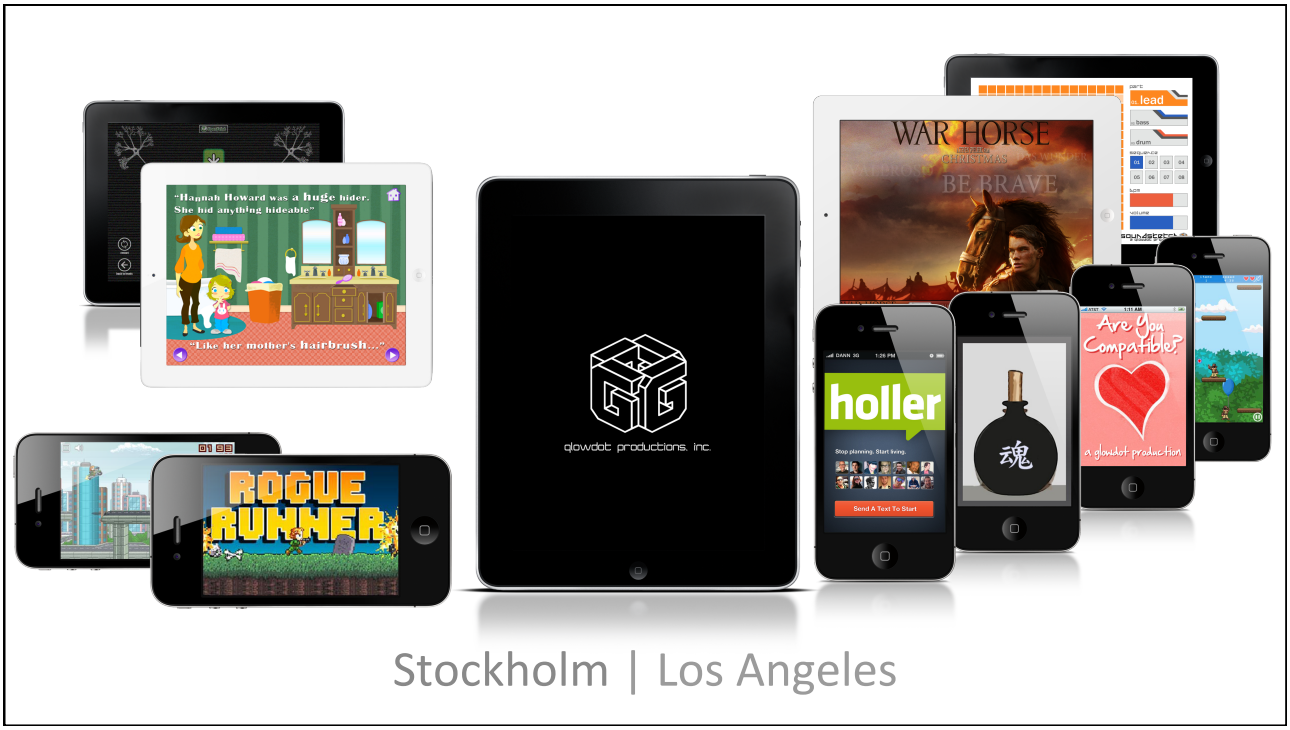
glowdot

Michael Eng

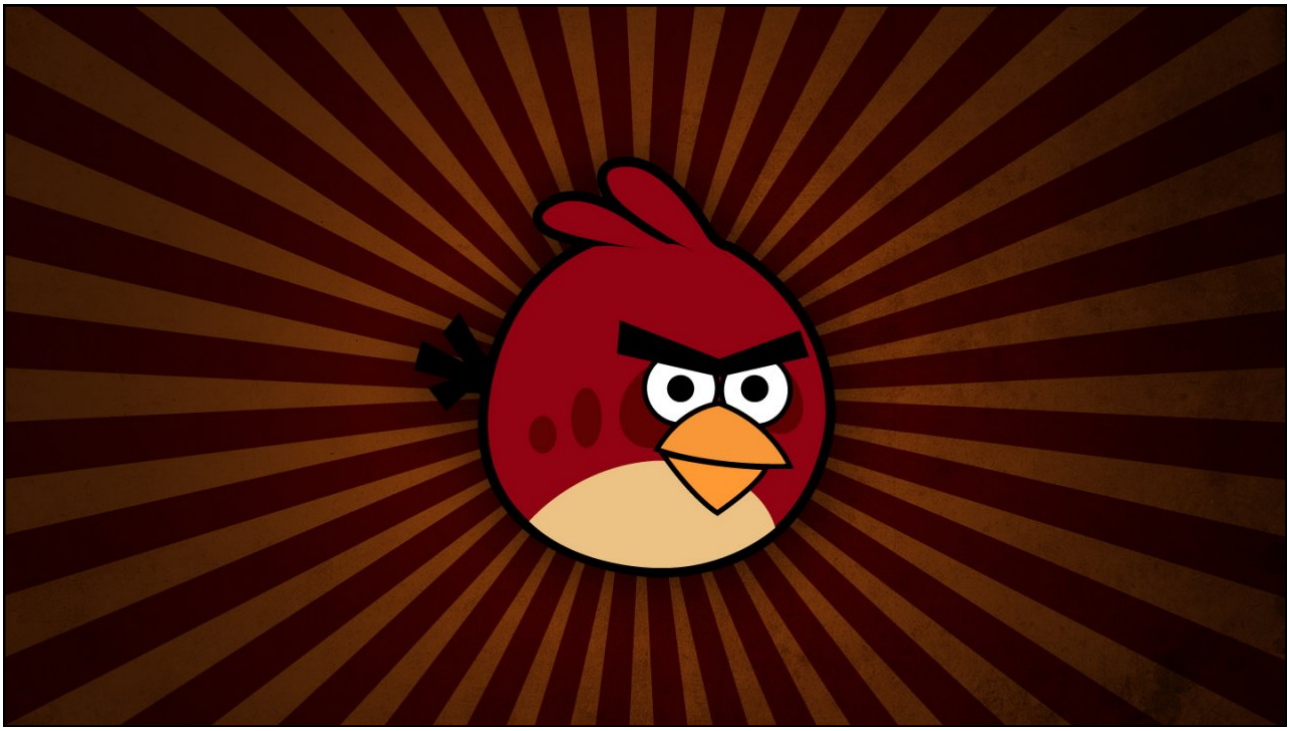
Stockholm | Los Angeles




"Hannah Howard was a huge hider. She hid anything hideable"
"Like her mother's hairbrush..."
glowdot productions, inc.
WAR HORSE
BE BRAVE
holler
Are You Compatible?
a glowdot production
ROGUE RUNNER
Stockholm | Los Angeles

Is it easy to get rich on making apps?

NO!



44,000,000,000
266,000,000,000
500,000,000

39

Gaming Division

Ultimately, our largest revenue driver and most lucrative opportunity for Squishy is Gaming.

Considered by some as a curiosity in the mid-1970s, the computer and video game industries have grown from focused markets to mainstream. Taking in about $9.5 billion in the US in 2007, and $11.7 billion in 2008, and projected to be $68 billion in 2012 (ESA annual report).

Today, the video game industry has a major impact on the economy through the sales of major systems and games such as, "Call of Duty: Black Ops," which took in over $650 million of sales in the game's first five days and setting a five-day global record for a movie, book or videogame.[27] The game's income was more than the opening weekend of "Spider-Man 3" and the previous title holder for a video game "Halo 3."

Very conservative early projections are included in the current financials for this division of the Company; this Division, however, will become the main revenue driver and biggest opportunity for significant Company income. The right partnerships and the appropriate investment are pivotal for achieving the largest ROI.

A thorough Request For Proposal (RFP) process will be conducted in November/December 2011 to choose the best gaming developer for our needs.

COD: Black Ops cover (XBOX 360)

Halo 3 cover (XBOX 360)

Spiderman 3 film poster

40

It's all about our Animated Family of Sports Characters

Squishy will become a mobile app in 2012...

Rovio, the company that created "Angry Birds," [**http://www.rovio.com/en/our-work/games/view/1**] has been meeting with Hollywood studio executives over the last several weeks to turn the gaming app into a viable entertainment franchise. A line of toys will also be released.

Just a few weeks after *Angry Birds* creator Rovio Entertainment, the Finnish company, announced October 28, 2011 a major milestone reaching:

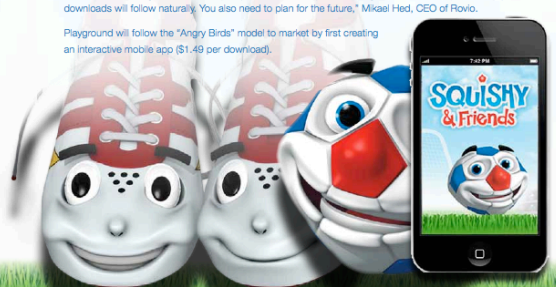
500 million downloads.

Angry Birds came out in December 2009 and has since taken the world - and soon space - by storm.

According to the new video above, fans have played 266 billion levels and collected 44 billion stars.

"The important thing is to focus on quality and the fans. If you make a great product that people enjoy, the downloads will follow naturally. You also need to plan for the future," Mikael Hed, CEO of Rovio.

Playground will follow the "Angry Birds" model to market by first creating an interactive mobile app ($1.49 per download).

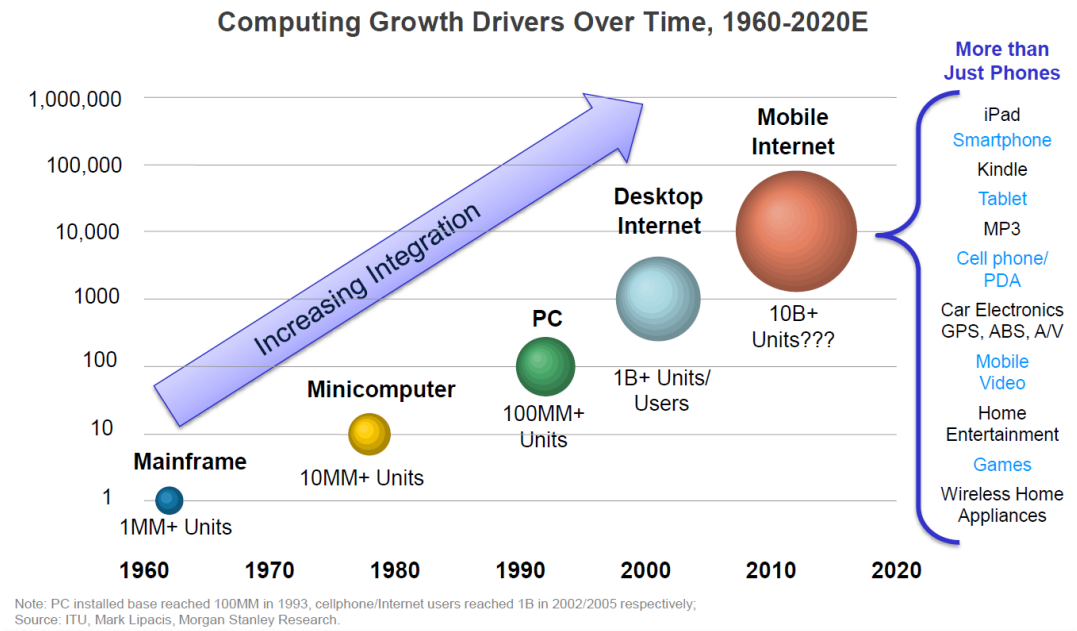


"Playground is the World's leading destination to experience children all over the World. "

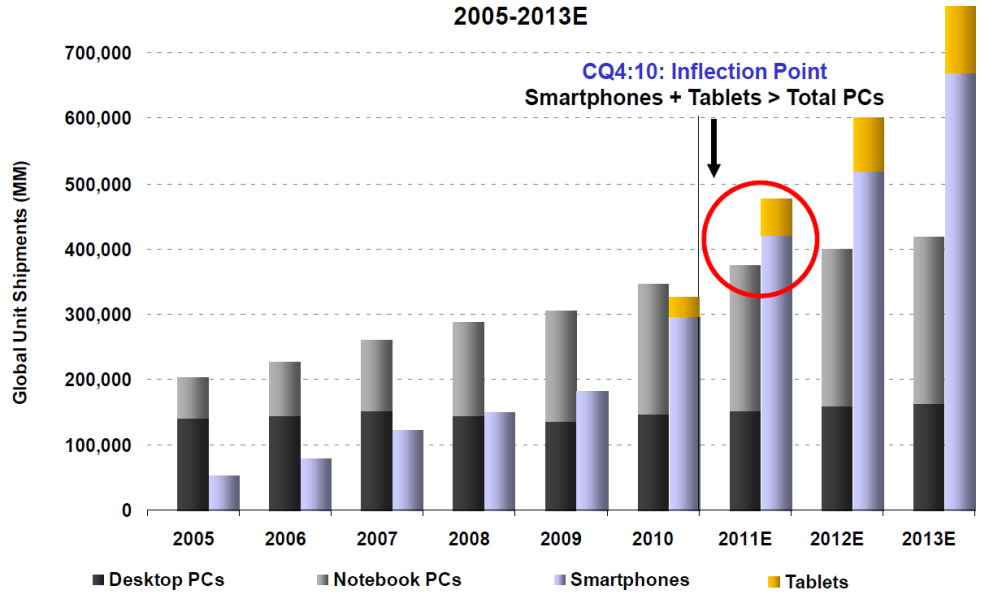
the biggest sport in the World, Soccer, at an early age for
Kevin Allyn, Former President of Licensing for King World

Advice 1:

- The client often has unrealistic expectations.
  - Make them understand the market
  - Educate them on development
  - Have a very good documentation.



Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones + Tablets, 2005-2013E

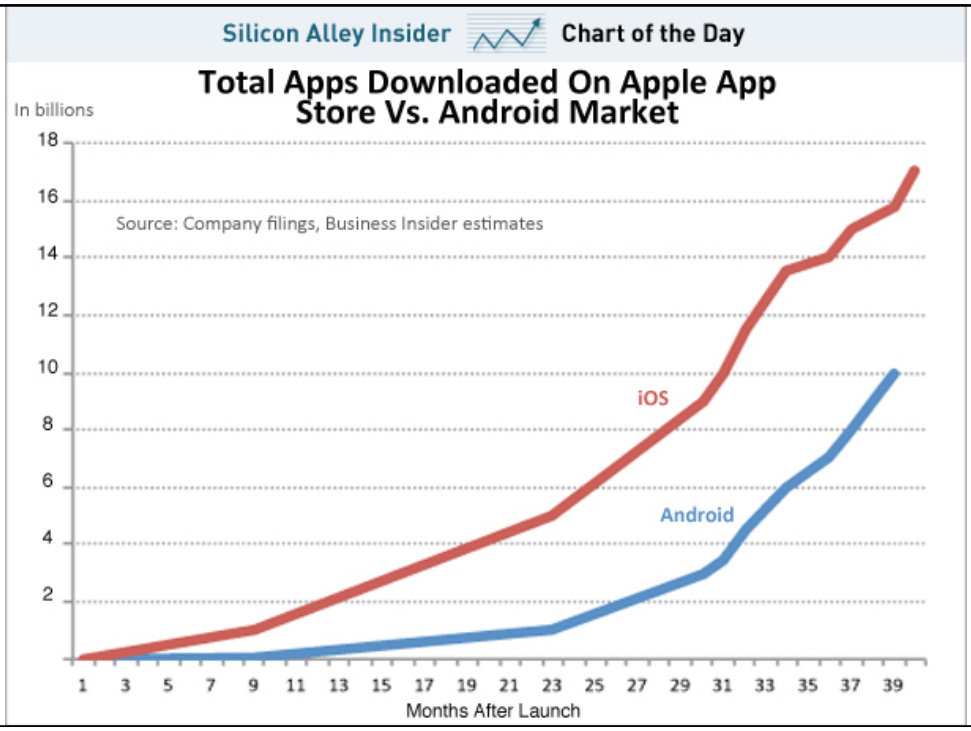


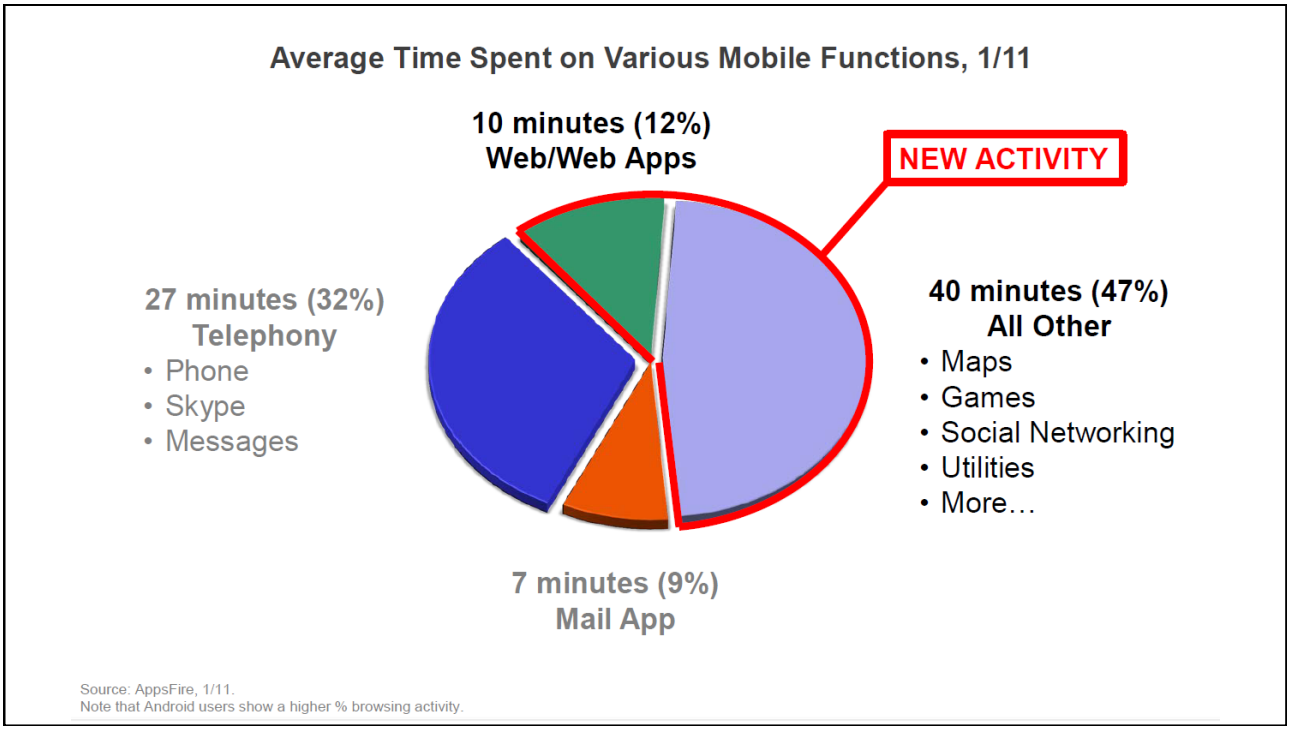
Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research.
Data and Estimates as of 2/11

New Companies Often Win Big in New Cycles While Incumbents Often Falter

Mainframe Computing 1960s	*Mini* Computing 1970s	*Personal* Computing 1980s	*Desktop Internet* Computing 1990s	*Mobile Internet* Computing 2000s
New Winners	**New Winners**	**New Winners**	**New Winners**	
IBM	Digital Equipment	Microsoft	Google	
NCR	Data General	Cisco	AOL	
Control Data	HP	Intel	eBay	
Sperry	Prime	Apple	Yahoo!	
Honeywell	Computervision	Oracle	Yahoo! Japan	
Burroughs	Wang Labs	EMC	Amazon.com	
		Dell	Tencent	
		Compaq	Alibaba	
			Baidu	
			Rakuten	

Note: Winners from 1950s to 1980s based on Fortune 500 rankings (revenue-based), desktop Internet winners based on wealth created from 1995 to respective peak market capitalizations.
Source: Factset, Fortune, Morgan Stanley Research.


Silicon Alley Insider
Chart of the Day
Total Apps Downloaded On Apple App Store Vs. Android Market
In billions
Source: Company filings, Business Insider estimates
iOS
Android
Months After Launch


Average Time Spent on Various Mobile Functions, 1/11
10 minutes (12%)
Web/Web Apps
NEW ACTIVITY
27 minutes (32%)
Telephony
• Phone
• Skype
• Messages
40 minutes (47%)
All Other
• Maps
• Games
• Social Networking
• Utilities
• More…
7 minutes (9%)
Mail App
Source: AppsFire, 1/11.
Note that Android users show a higher % browsing activity.

Advice 2:

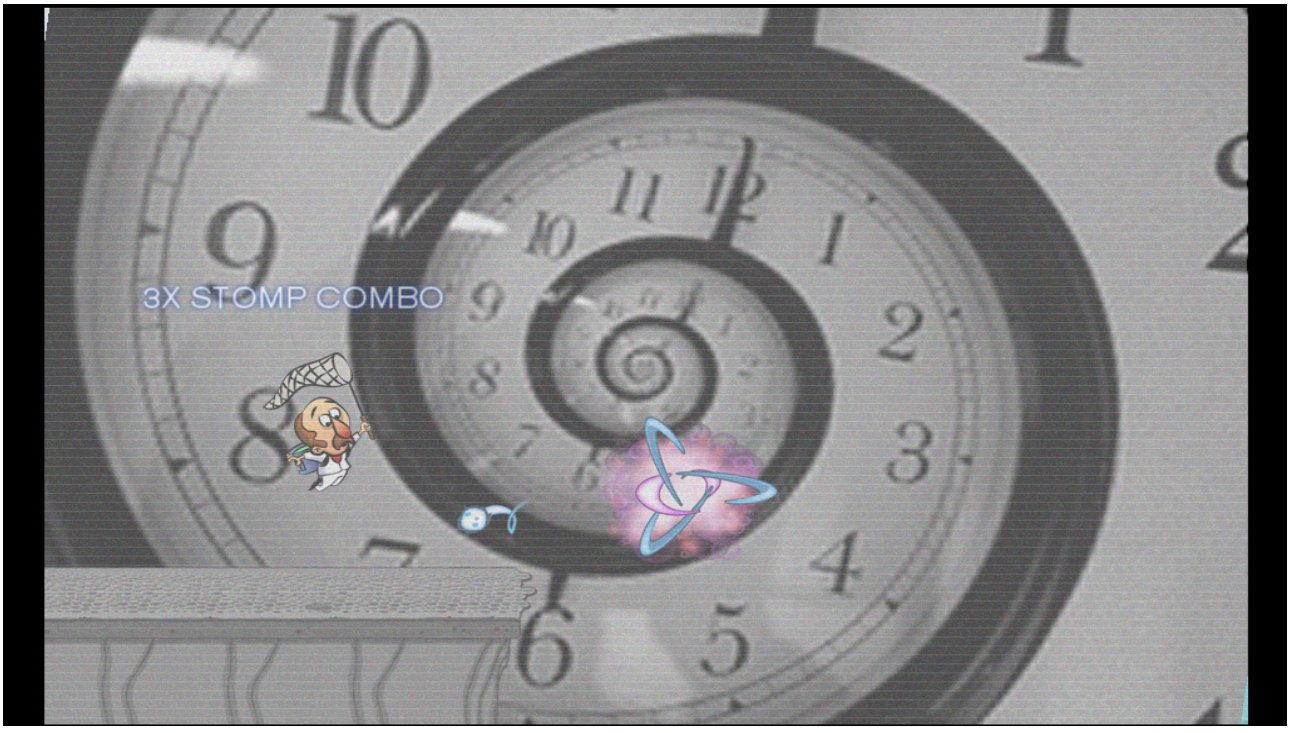
- Never start without a project plan (dev plan or SRS).
- Dare cancelling projects.

Advice 3:

- Minimize the order of command. Potential vs actual performance.
- Your developers are the most important resources in your projects.

Advice 4:

- Never ever lie to the client!
- Always communicate.


3X STOMP COMBO

Advice:

1. Sometime you work very hard and yet it is not enough.
2. Find the next challenge!

Advice:

1. Good project management is the difference between success and failiure.

Existing Products	Potentially Displaced by…	…iPhone Solutions	Existing Product Shipments/Users
Landline Phone	Wi-Fi enabled VoIP Apps (Fring/Truphone…)	Free calling + online status + IM/SMS integration	1B 2008 global phone lines
Standalone Radio	Pandora/Spotify/iMeem/Last.fm/Public Radio (app)…	Personalized radio station based on genre/artist	233MM* 2008E USA listeners
Portable DVD/ Multimedia Players	Integrated iPod Function/YouTube/tv.com/Netflix	Better UI/local storage not a limit (for streaming apps)	130MM 2009E global shipments
Low-end Digital Camera	Built-in Camera/Nationwide Insurance app…	3.0 Megapixels/tap to select focus/anti-shake shutter/OTA sharing on Facebook/Flickr/email/Nationwide Insurance app	103MM 2009E global shipments
MP3 Players	Integrated iPod Function/Spotify	Better UI/local storage not a limit (for streaming apps)	62MM 2009E global shipments
GPS Devices	Built-in Google Maps/App Store (ATT Navigator…)	Same basic function + always-on Internet connection	48MM 2009E global shipments
Portable Gaming Devices	Tap Tap Revenge/Bejeweled/Flight Control…	Lower ASP/instant OTA download/multi-touch control	48MM 2009E global shipments
Low-end Camcorders	Built-in Video Capture Function/FOX News UReport…	Built-in video editing/OTA upload to YouTube/OTA upload to FOX News	14MM 2009E global shipments
Standalone Voice Recorder	Built-in Voice Recorder	Digitized/easy to manage/sync with PC	--
Compass	Built-in Electronic Compass	Synergy with built-in maps feature	--
Audible Dictionary	Lonely Planet Mobile Phrasebook	Available in 10 languages, 600+ spoken phrases in each language	--

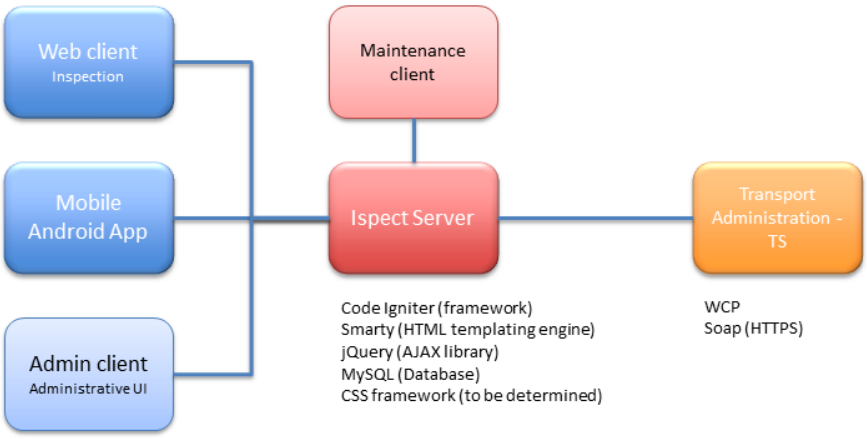
Note: *OTA = Over the Air; 233MM radio listeners in USA, per SNL Kagan/Arbitron.
Source: Future Horizons, iSuppli, IDC, Morgan Stanley Research.

- **Ubiquitous Computing –** Real-time connectivity / 24x7 / in palm of hand
- **More Affordable –** Device and data plan pricing falling
- **Faster** – Networks and devices improving (owing to Moore's Law)
- **Personal** – Location / preferences / behavior
- **Fun to use –** Social / casual / reward-driven marketing
- **Access nearly everything anywhere -** "Stuff" in cloud
- **Explosion of apps and monetization** – More and making more money
- **Measurable real-world activation -** Driving foot traffic to physical stores
- **Reward / influence behavior in real-time** - for exactly the right people

On the horizon – 2011 and Beyond:

- **HTML5** vs. downloadable apps
- **NFC** (Near Field Communication) for payment / offers / loyalty
- Consumer led **mobile health** for monitoring / diagnosis / wellness
- Rapid **enterprise adoption of tablets** for productivity
- **Tipping Point** – > 50% population in developed markets will have Smartphone
- **"SoLoMo"** – Social / local / mobile converging
- **"Gamification"** – Ultimate way to engage a new generation of audiences
- **Empowerment** – impact of empowering billions of people around the world with real-time connected devices has just begun...

It's going to be a fascinating decade



Final advice:

- Do what you want to do.
- Find the right people to work with. They are hard to find!
- Have fun!

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