



Martin Wrigley



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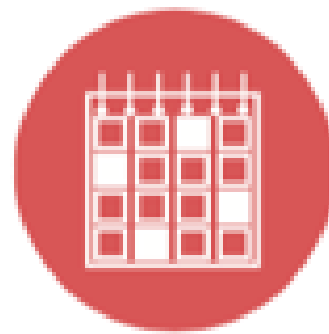
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Support developers as creators,
innovators, and entrepreneurs.



Community



Events



Resources



Advocacy



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10 TOP Tips for App Success

10 TEN Start with a real, urgent problem that needs fixing.

Test your app as often as possible with users from your target audience.

8 EIGHT

Foster an audience before you even release your app. Interact with users throughout the development process.

NINE

7 SEVEN

Prioritize keeping your users happy: 52% of people get an app because it's recommended by a friend or family member.

Application Developers Alliance

of Today's Developer

can be portrayed by these core traits

70%

Employed
Work in enterprises, 45% in orgs >100 employees

68%

Experienced
Have 5 or more years of experience

57%

Anxious to stay current
Challenged to keep up with dev technology

71%

Balanced
Work equally (71% of developers) on business & consumer apps

74%

Team player
Work in teams, 85% in teams <15 devs



66%

Energized

83%

Self-reliant

75%

Open source
Use open source software

88%

Polyglot
Multilingual (programming language)

APP STRATEGY WORKSHOP

ASO: How to Get your App to the Top of the App Store



Nigela Olive
CEO
iStockphoto



Benjamin Lefebvre
VP Acquisition & Development
Cellfish



Guillaume Sicard
Co-Founder & CEO
iStockphoto



Gregoire Mercier
CEO & Founder
iStockphoto



Alexander
CEO & Founder
iStockphoto



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#AppStrategy



How developers succeed

- Not just an 'App' - a living business
- Opportunity to create a service
- Viable and sustainable Business Model
- Clarity in fragmented environment
- Ability to deploy and scale

What prevents success

- No sustainable financial model
- Closed data models, closed APIs
- Lack of open market / competition
- Cumbersome Standards – slow, conflicting, predicated on existing business models, built in IPR implications

Keys to enable IoT solutions growth



- Is it the 'Internet of Things' yet or still 'Things on the Internet'?
- Monitoring, sensors, beacons, instrumentation, data
- Expansion of traditional M2M solutions
- Domestic catch-up to industrial levels of instrumentation – but who benefits?
- Point solutions abound - significant take off will require leverage of existing frameworks, networks and infrastructure.
- Unified approach and principles (EU-wide, world wide), de-facto standards

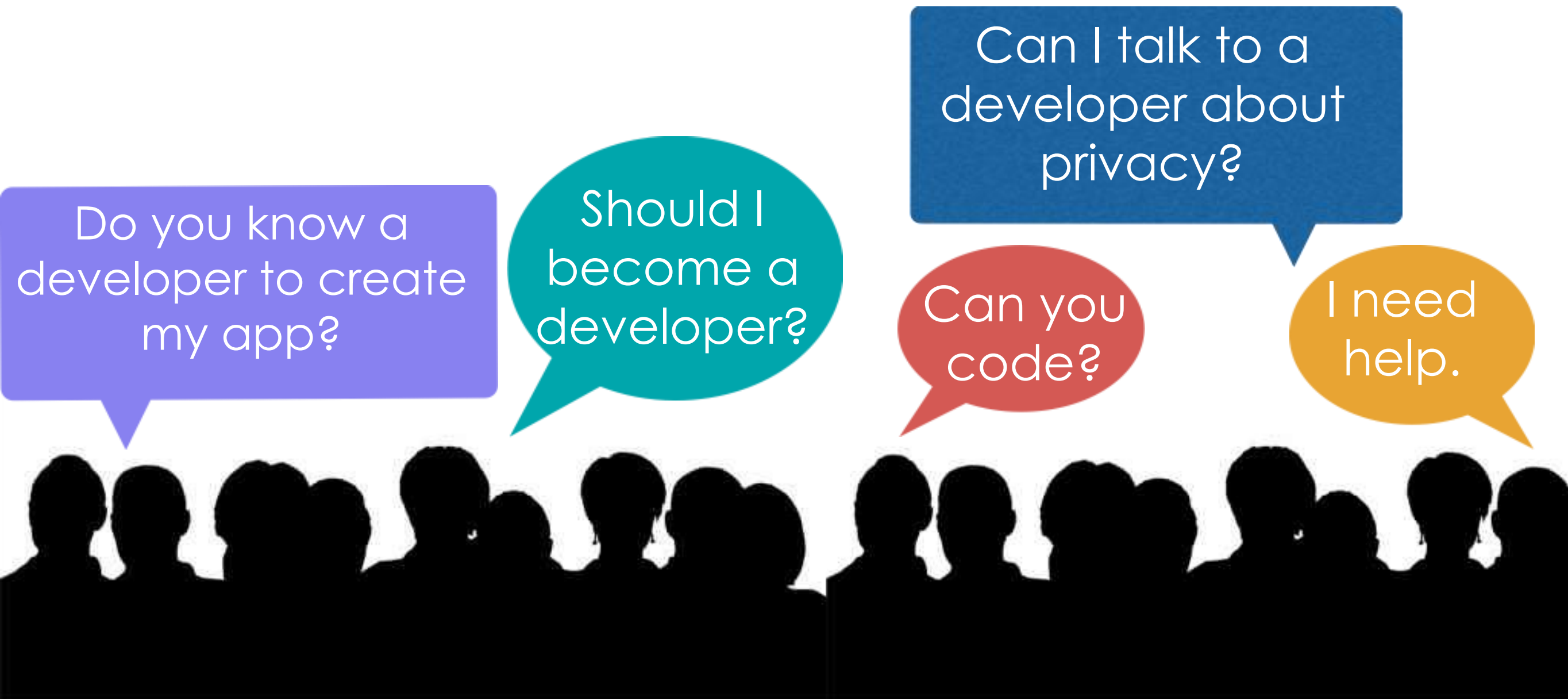


Thank you!

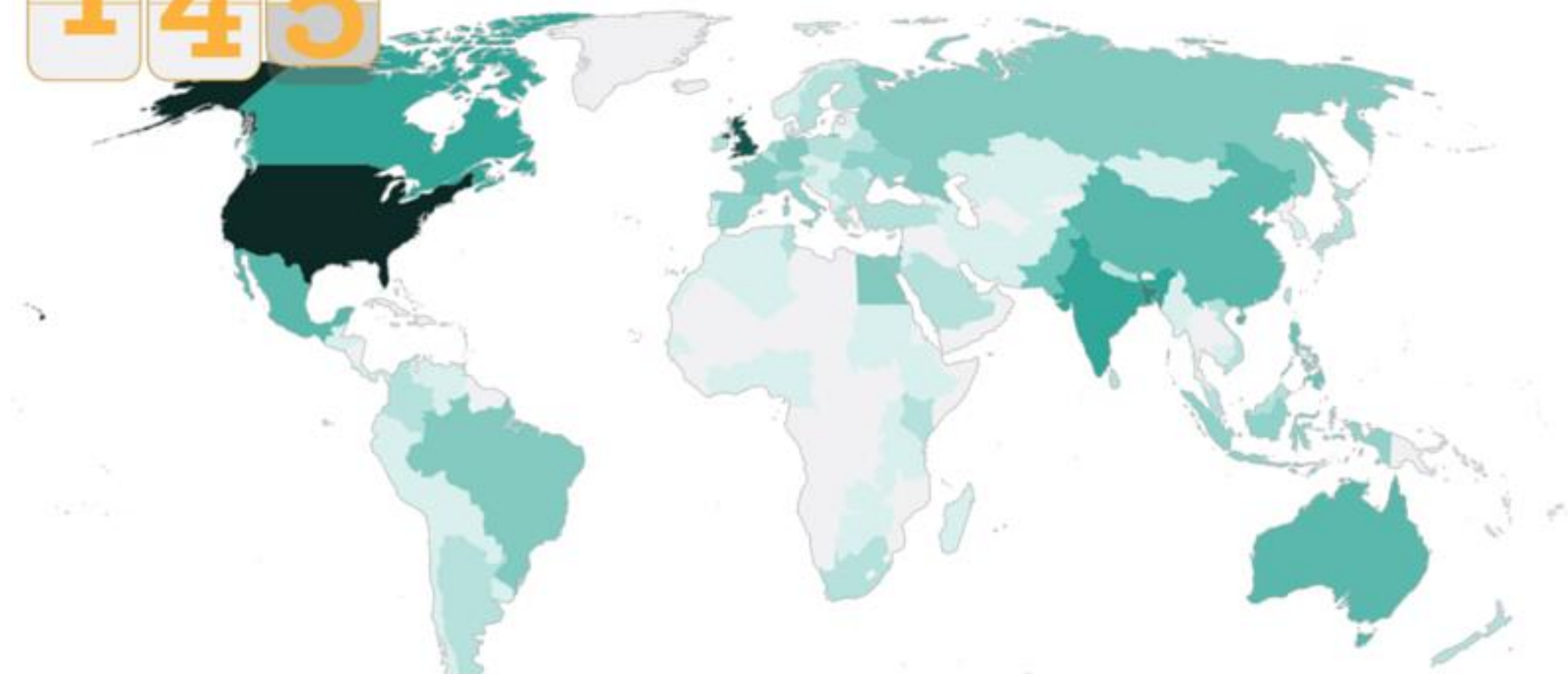
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Why Was the Alliance Created?



145 COUNTRIES



60,000+ DEVELOPERS



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Berlin, Warsaw, London,
Amsterdam, Barcelona...

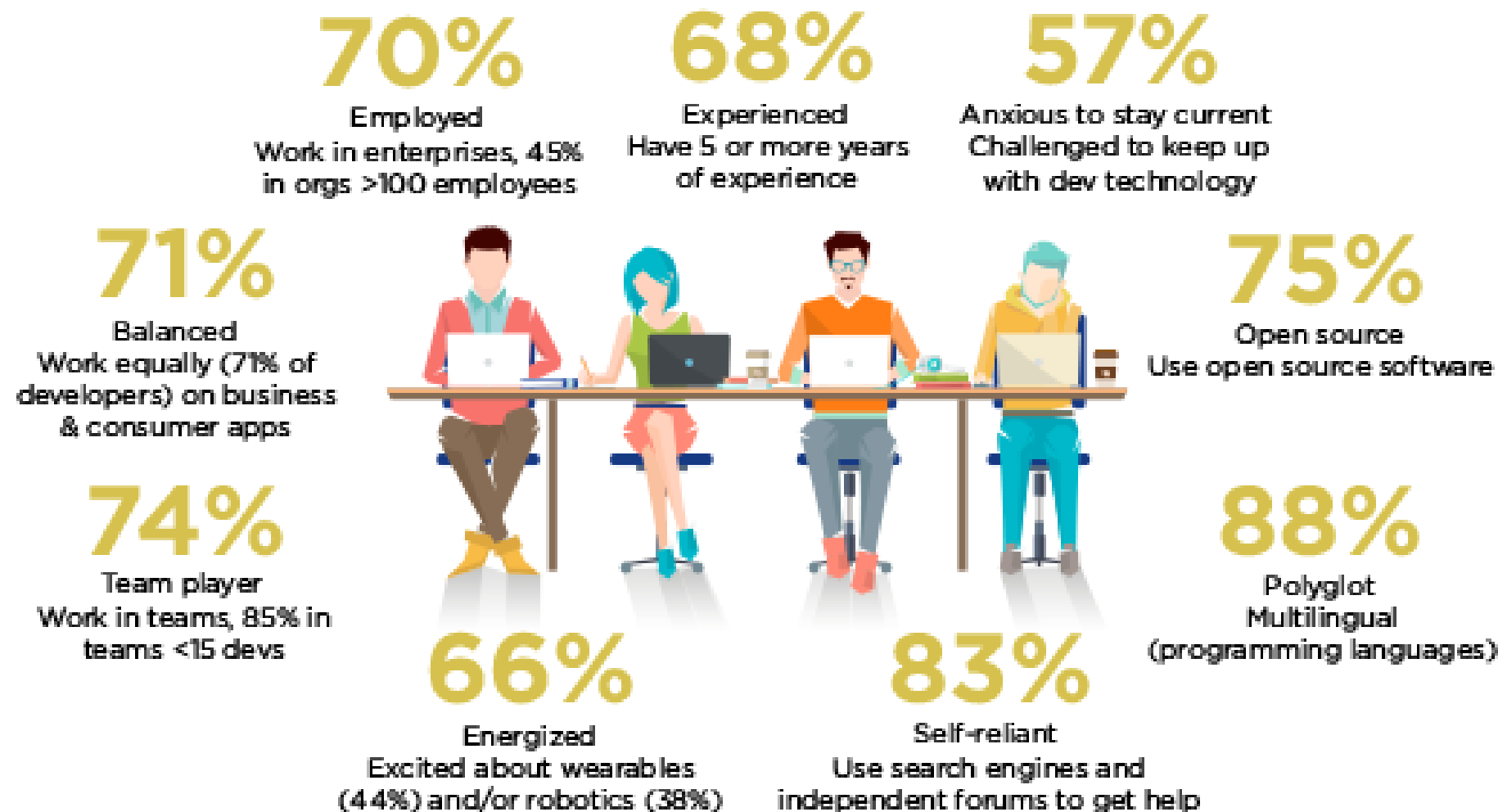


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Snapshot of Today's Global Developer

Today's developers can be portrayed by these core traits:



Advocacy

eSKILLS FOR SMALL BUSINESSES

14 OCTOBER 2015 • 16.30 – 18.30

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Amjad Bashir
MEP, ECR

SPEAKERS INCLUDE:



Anthea McIntyre
MEP, ECR



Paul Rübig
MEP, EPP



Jaka Levstek
CEO D.Labs



Catriona Meehan
Apps Alliance



Alexander Riedl
DG CONNECT



Mark Mitchell
mysocialagency.com



Martin MacMillan
Pollen VC



European
Conservatives
and Reformists
Group



RSVP

Please RSVP to Claudia@appalliance.org

If you need a badge to enter the Parliament, please send us your passport number, date of birth and nationality by 7th October



Safe Harbour Ruling:

Impact on SMEs and Digital Startups

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Heinz K. Becker
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Application
Developers
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SPEAKERS INCLUDE:



Catriona Meehan
Apps Alliance



Max Keller
Android Developer



Andreas Backus
Co-founder Clockwork
and Lunchbreak



Paul Rübig
MEP



Lenard Koschitzky
EU Affairs Director,
Allied for Startups



Linda Corugade-Stoneberg
Principal Adviser,
DG CNECT



Lunchbreak
by Google



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