

iPHONE APPLICATIONS

An iPhone application is software customised for the Apple iPhone intended for commercial, information and entertainment purposes. We assist you in the strategy, concept, design and implementation.

Business models

- 1) **Sales item**
Developing an amazing application that iPhone users are willing to pay an amount to acquire and use.
- 2) **Income generator**
Hooking the application up to your existing online service and thus extending your current business model.
- 3) **Brand enhancer**
Using the application as a brand-promoting commercial bringing your primary products top-of-mind for the users.

Statistics

Available applications: + 20,000.
Number of downloads: + 600 million.
Age: Under 18: 0,5%, 18-21: 5%, 22-25: 15%, 26-30: 29%, 31-40: 26%, 41-50: 13%, 51-60: 6%, 61-70: 4%, above 70: 1,5%.
Income: iPhone users earn 15% more than the average.
Occupation: 79% employed, 16% students, 4% retired.

Pricing

Price per application ranges from \$0 - \$69.99.
20% of all applications are available for free.
iTunes App Store charges 30% of all sales.

Next steps

Phases – and things to consider:

- Strategy: What your iPhone application should achieve.
- Concept: How it should work and what it should do.
- Design: How layout and interface should look.
- Development: Which functionalities it should offer.
- Launch: How it should attract attention and what it should cost.



About the iPhone

All-in-one

Phone, mail, Internet, iPod, SMS, maps, apps, calendar, photos, camera, stocks, weather, notes, calculator, etc.

Revolution of GPS

Telephone reacting to your immediate environment. Applications act on GPS and base their content on your location.

Portability & usability

3-G technology allowing you to always be online and with the easy multitouch-screen users are provided with an experience of rich interaction.

Get in touch

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