



## ***Creating a Business for Mobile Phone Applications***

- iPhone Apps from July, 2008 to now.
- False Starts.
- Filters for Good Business Ideas in the Mobile Space
- 2 New Mobile Phone Software Products
- Lessons Learned

- iPhone Gold Rush.
  - Who Made Money.
  - Who Didn't
- Good Ideas – Bad Businesses
  - SayNDrive
  - SayNDial
  - SayMedia
  - Replace Parking Meters

- Compelling Use
- Profitable
- Differentiable
- Defensible
- Scalable

- TapNCharge – Portable Credit Card Charging.
  - International Merchant Distribution Through Channel
- TalkDirect – Click to Route Call on Web Pages
  - Routes Calls From Web Pages to Mobile Phones or Land Lines
  - Increases Sales Closings
  - Eliminates Waiting and Saves Call Routing Costs

- Run business ideas through basic filters.
- If you have a good idea, it's likely 10 other smart people with money have it too.
- If you get started when there is a buzz, you're too late
- Do what you know – Find your edge
- Extend from your current assets