

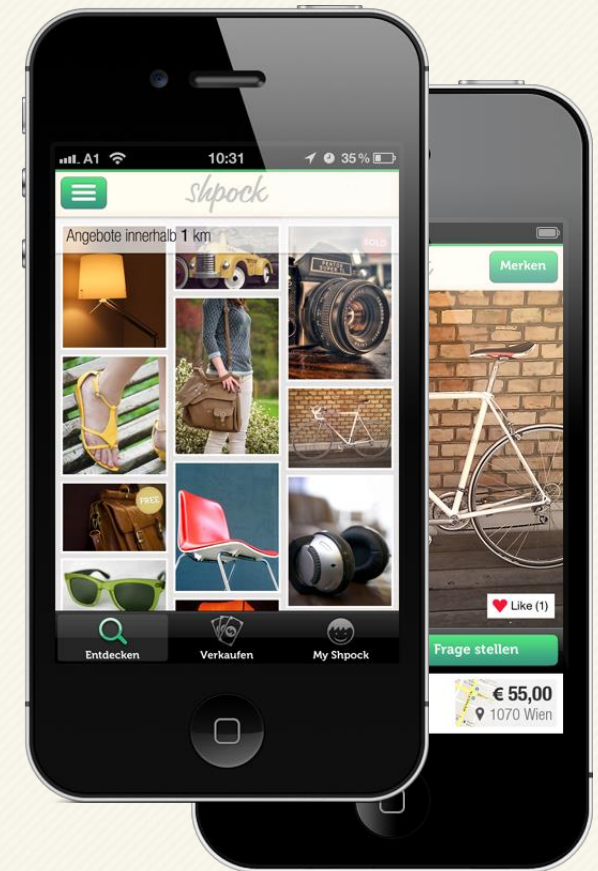
shpock

mobile yard sale
for beautiful things nearby

” ICMA WORKSHOP 1 – The Mobile Ecosystem

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Vienna, 03/2013

♥ Made with love.



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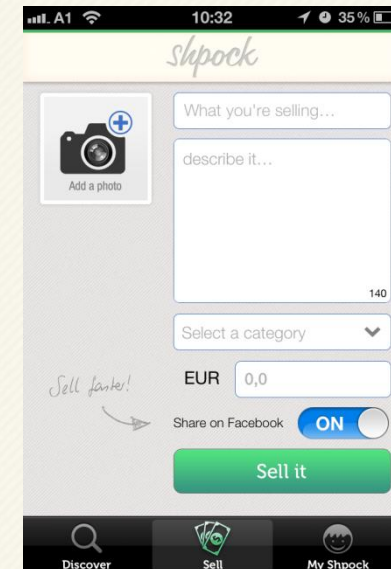
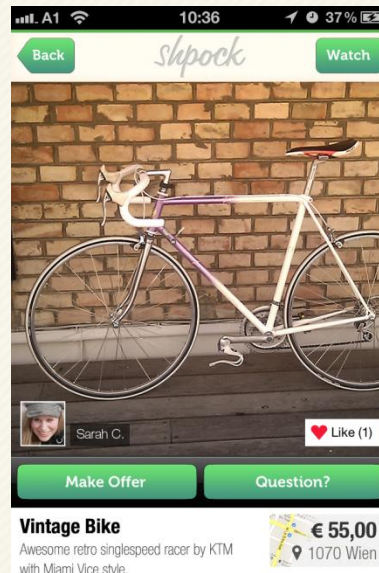
Start the app

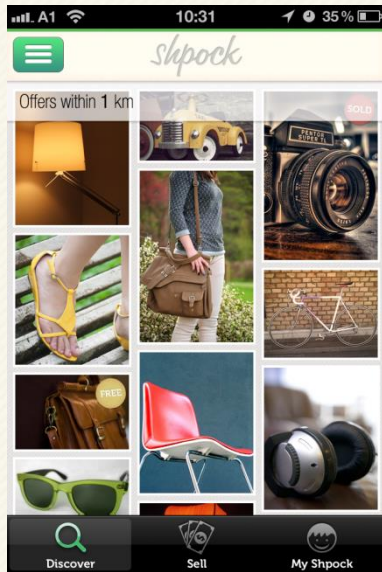
Discover things nearby

See beautiful details

Know where

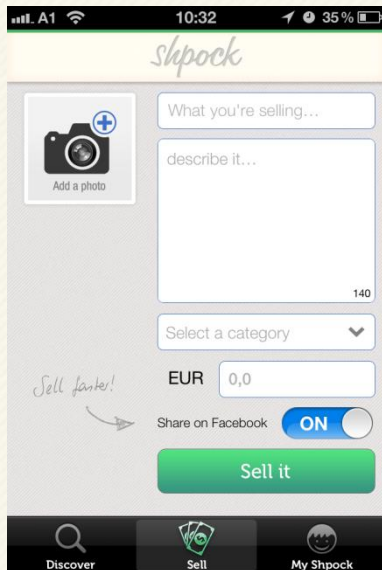
Sell in 30 seconds





Why Shpock and not something else?

- Discover treasures in **your local neighborhood** – easy and image based
- More like **impulsive shopping** than specific search – yet still supported
- **Personal touch** and design – real people meet real people
- **Easy and fun** to use
- Add a new article in **less than 30 seconds**
- Less fraud and higher interaction levels than with other platforms



shpock

rocket-launched on Sep 17, 2012

- **iOS + Android**
- **500,000+** Downloads
- **500,000+** Products listed
- **4★+** Ratings in App Store & Play Store
- Frequent update-cycles



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and many more...

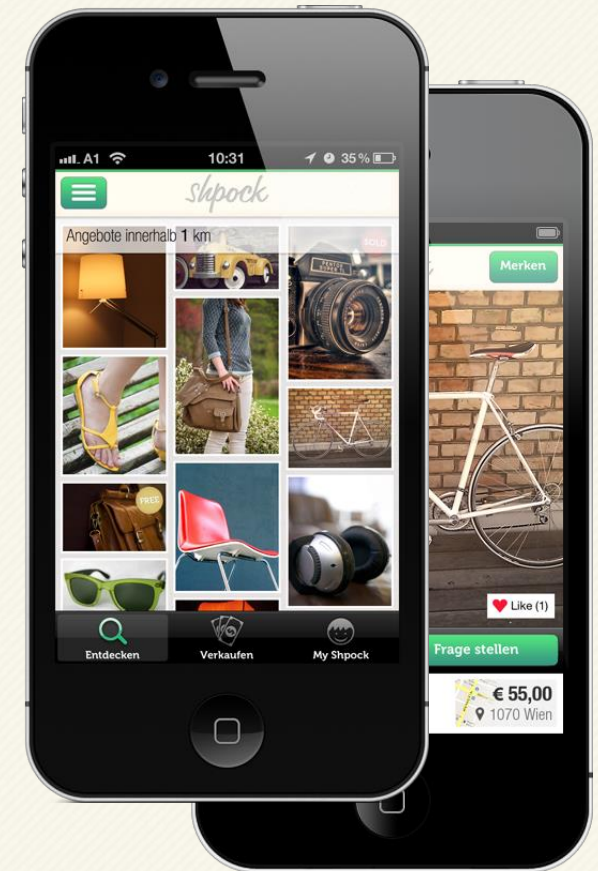
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” The mobile ecosystem –
everything for free?

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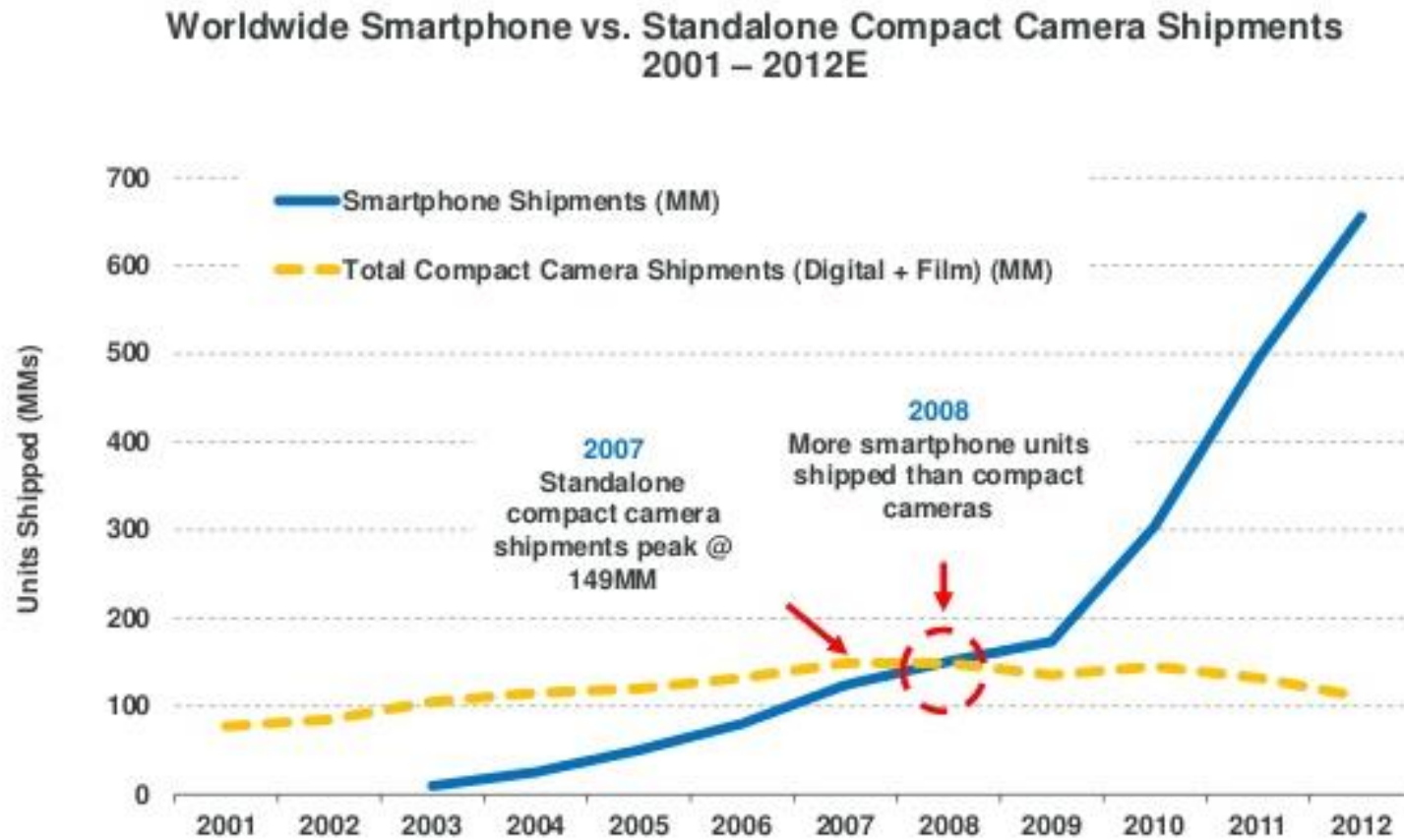
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Smartphones are changing a lot of things



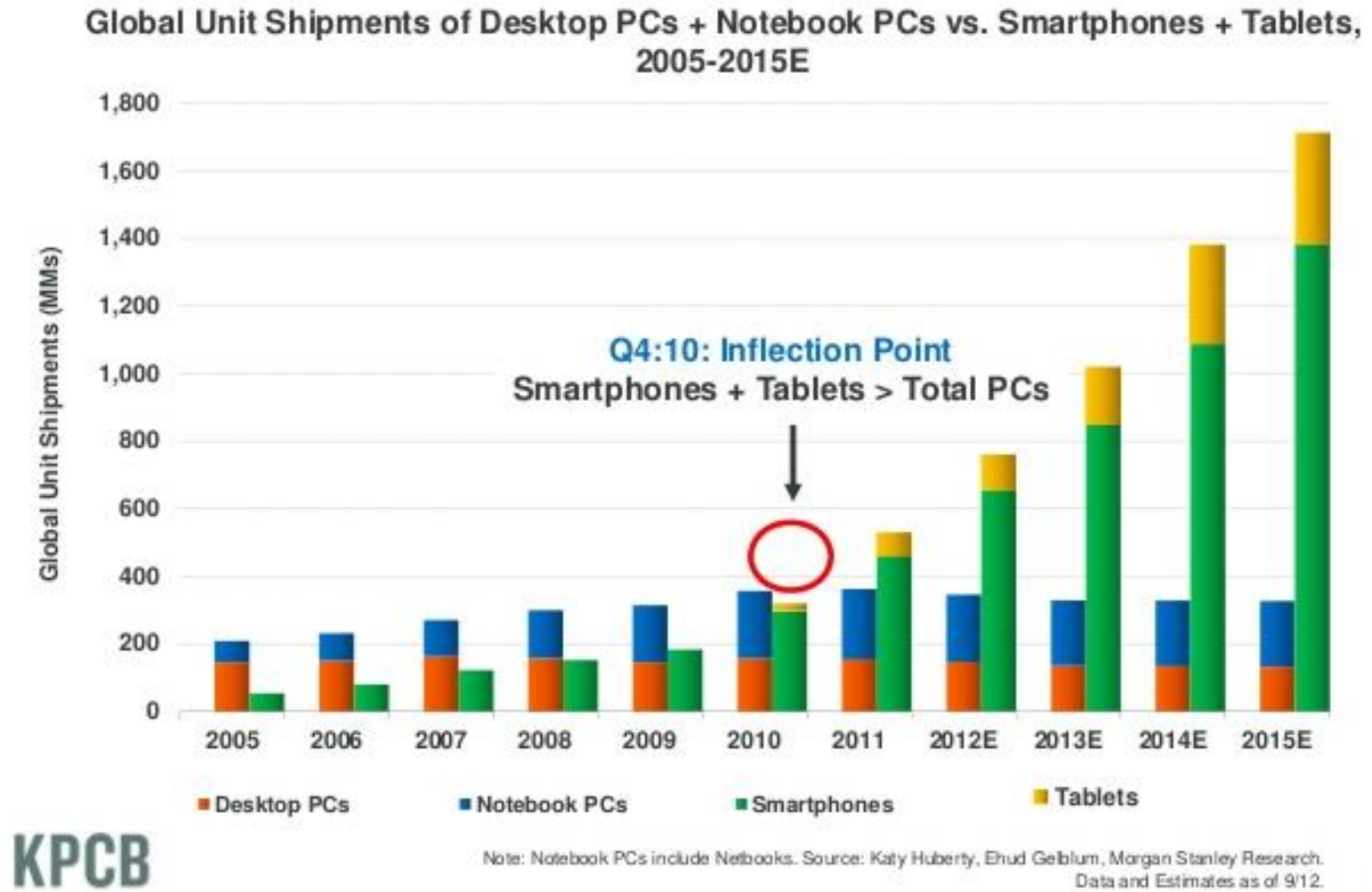
Smartphones having an impact on worldwide compact camera sales



KPCB

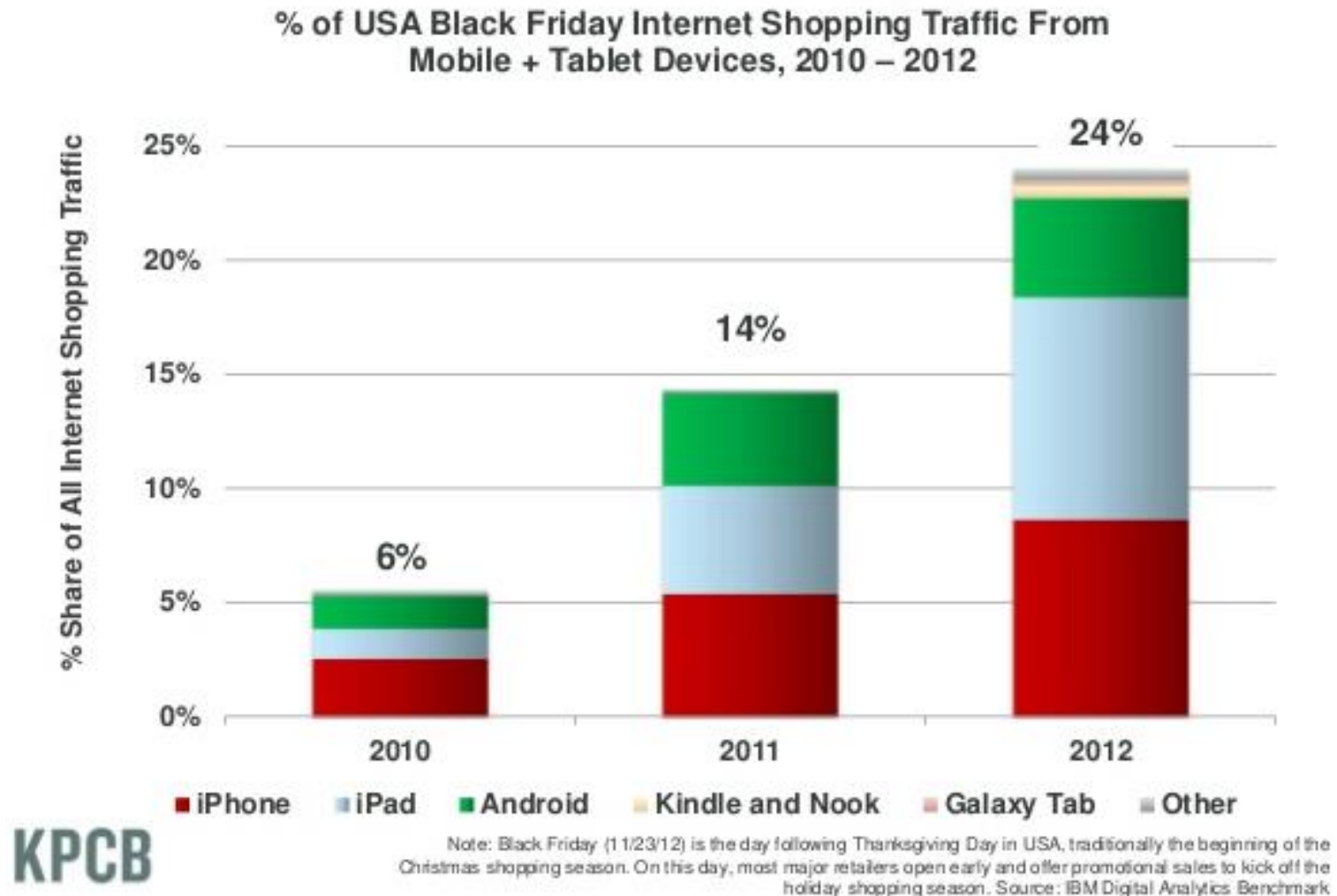
Source: Digital Camera: 2001-2002 data per Photo Marketing Association; 2003-2012E data per IDC. Film Cameras: 2001-2005 data per Photo Marketing Association; 2006-2012E data per KPCB estimates. Smartphone units data per Morgan Stanley Research

The replacement has started even with PCs



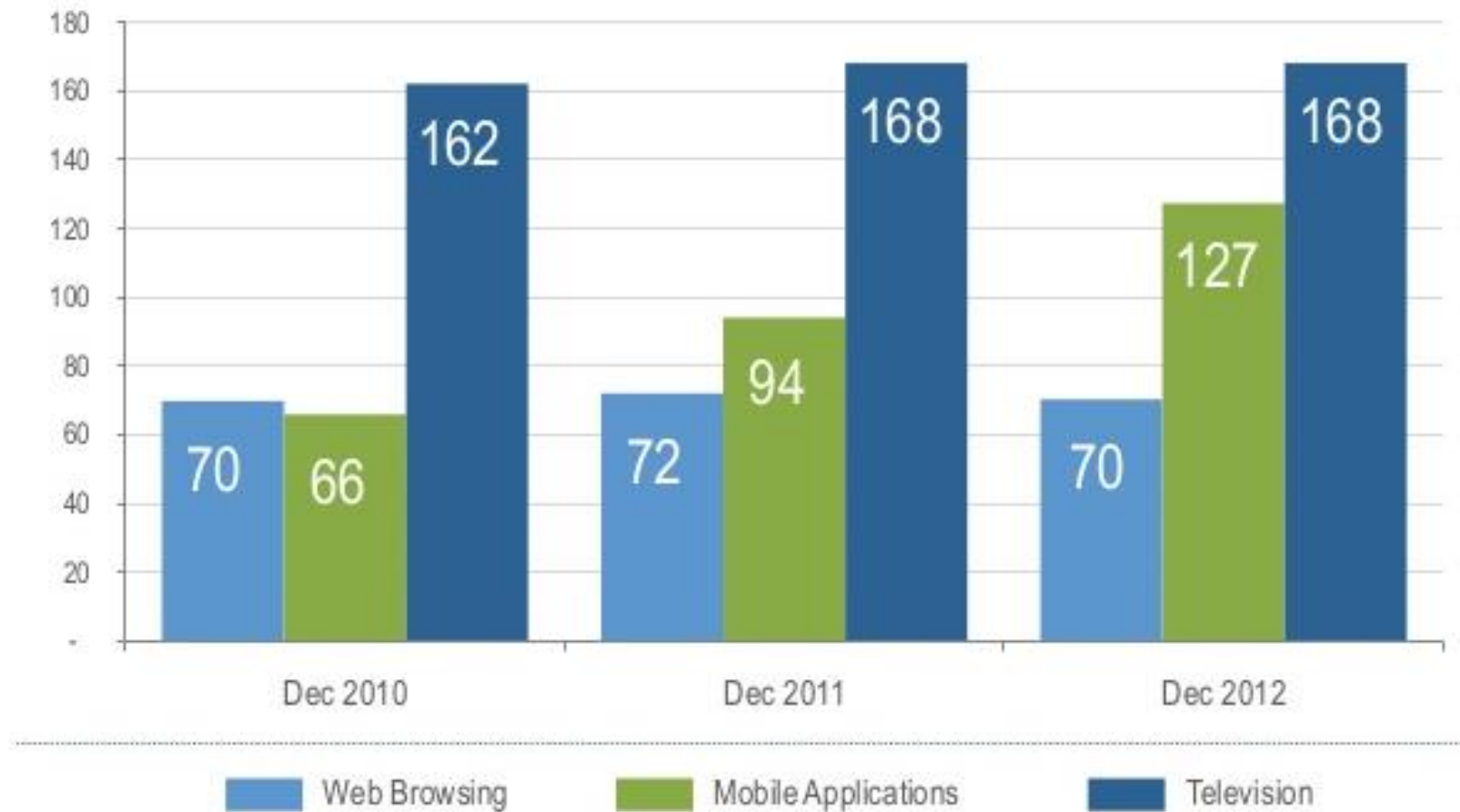
KPCB

The change is also reflected in human behavior...

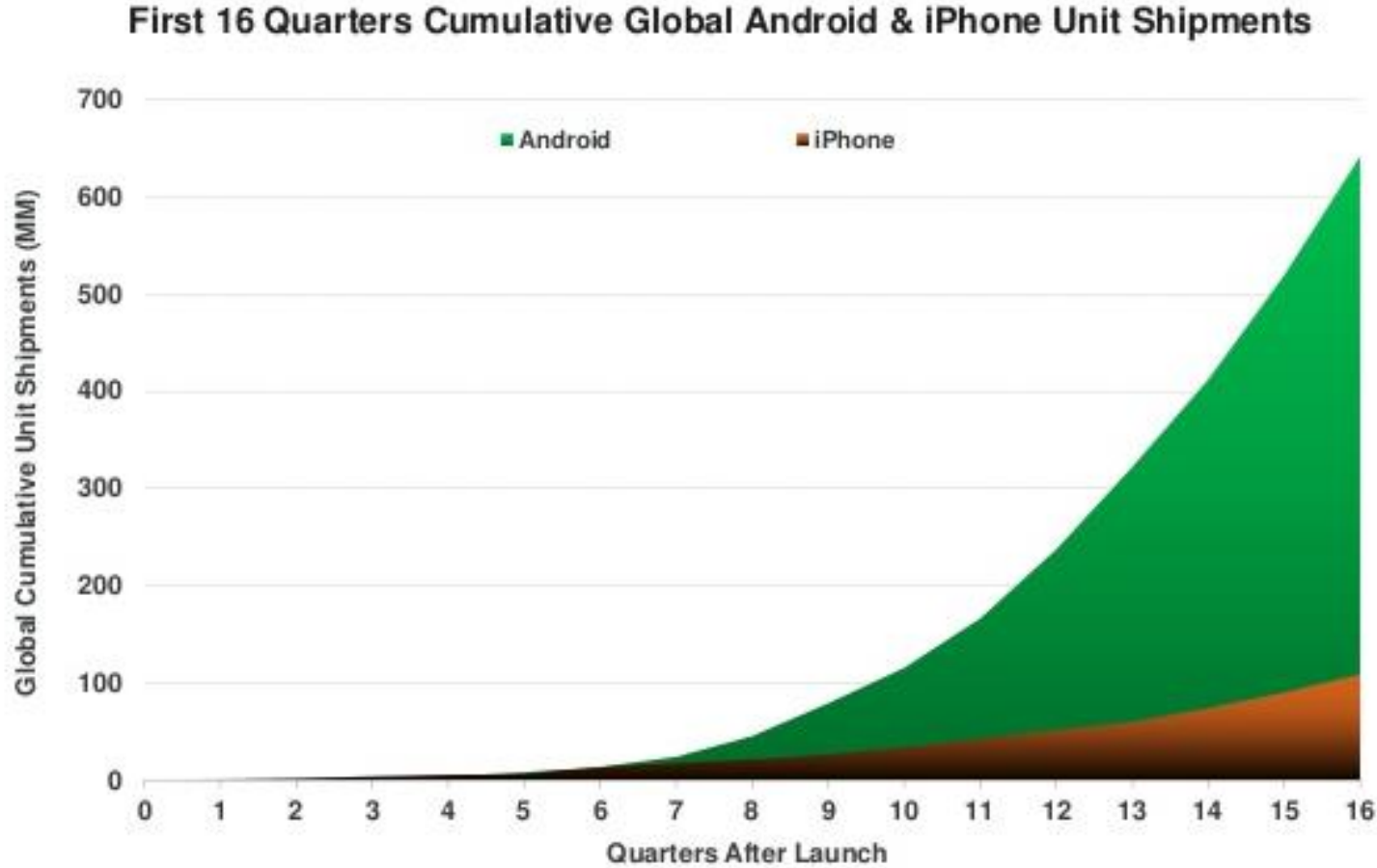


...even our best friend the TV is threatened

U.S. Web vs. Mobile App vs. TV Consumption, Minutes per Day



Change is also a constant in all areas of the mobile ecosystem

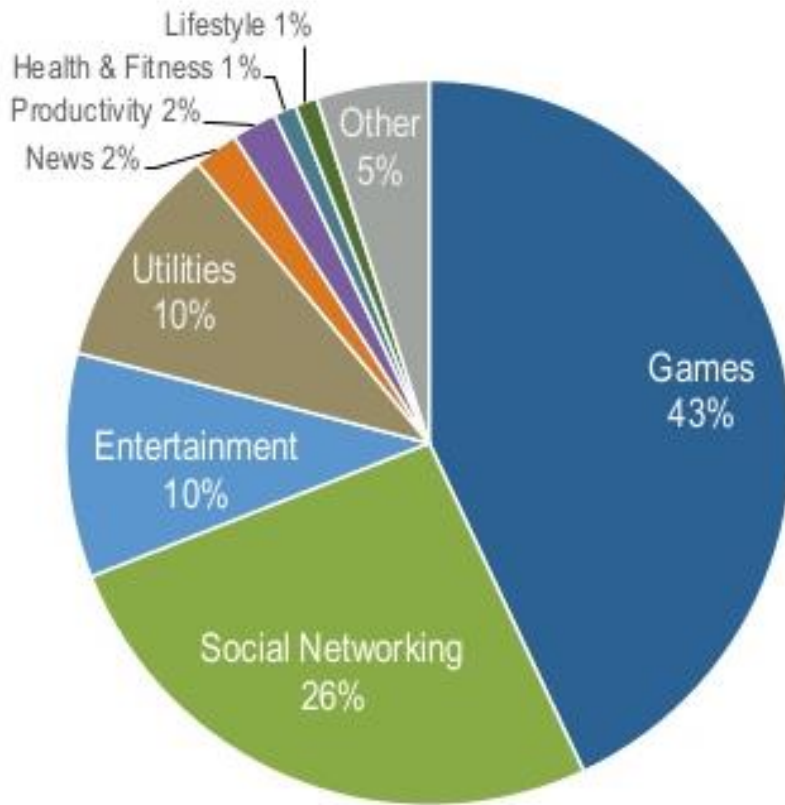


KPCB

Source: Gartner, Morgan Stanley Research, as of Q3:12.

Lets build an app – everybody loves shopping right?

Time spent per app category



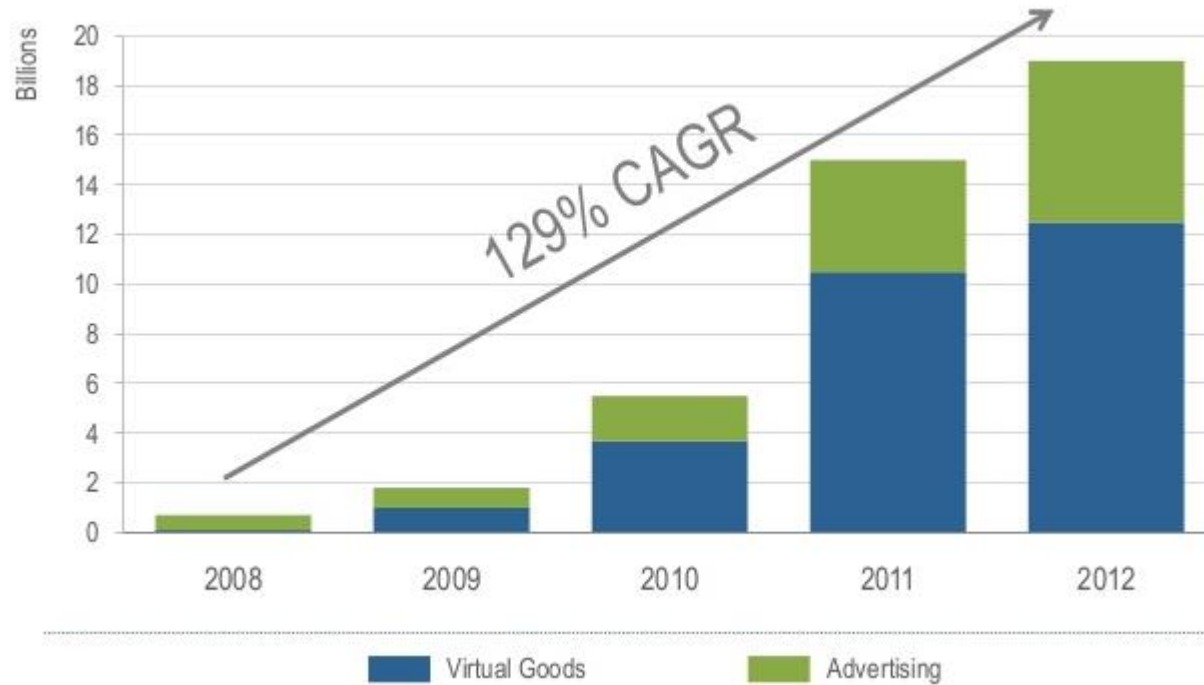
Time spent in commerce apps



Is there a way to make money with apps?



App revenues grow year over year with more than 129% - someone is making money!



If you are getting something, but not paying for it -> then you are the product!

Consumer pays

- Paid App
 - You define the price
 - App store gets a share
 - Bought for life
- In-app purchases (free/paid apps)
 - With free & paid apps
 - Consumable / non-consumable
- Subscriptions
 - Get new content daily/weekly/monthly
 - Access your content d/w/m/



Advertiser pays

- Banner of all sizes and medias
- Incentivized offers
- Affiliate deals
- Access to push-notifications
- And many more to come

Brainstorming monetization

Paid App

- ...

In-app purchases

- ...

Subscriptions

- ...

Advertising

- ...

Brainstorming monetization

Paid App

In-app purchases

Subscriptions

Advertising

• ...

• ...

• ...

• ...

**Want the results of all three workshops?
Questions?**

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