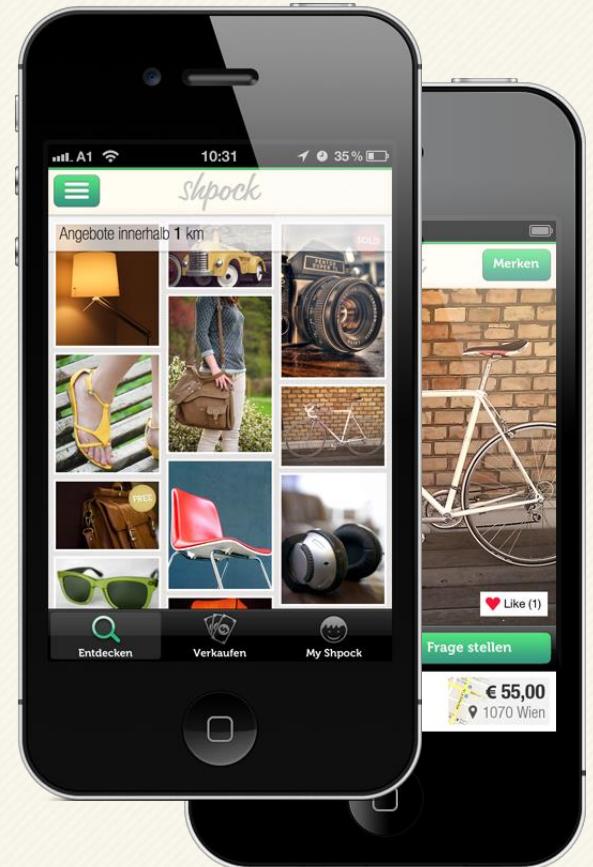




“ ICMA WORKSHOP 1 – The Mobile Ecosystem

Finderly GmbH
Pfenninggeldgasse 15-17/Hof | A-1160 Wien
Tel: +43 660 200 70 80 | Fax: +43 660 33 200 70 80
info@shpock.com | <http://shpock.com>
Vienna, 03/2013

♥ Made with love.



shpock

mobile yard sale
for beautiful things nearby

Start the app

Discover things nearby

See beautiful details

Know where

Sell in 30 seconds



Offers within 1 km

Discover Sell My Shpock

Back Watch

Sarah C. Like (1)

Make Offer Question?

Vintage Bike
Awesome retro singlespeed racer by KTM with Miami Vice style.

€ 55,00 1070 Wien

Back

Vintage Bike 1070 Wien

Add a photo

What you're selling...
describe it...

140

Select a category

Sell faster!

EUR 0,0

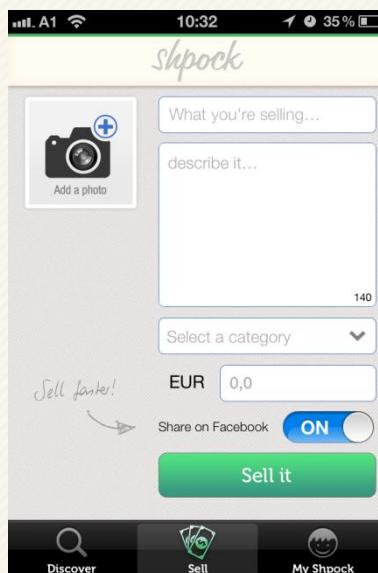
Share on Facebook ON

Sell it

Discover Sell My Shpock



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



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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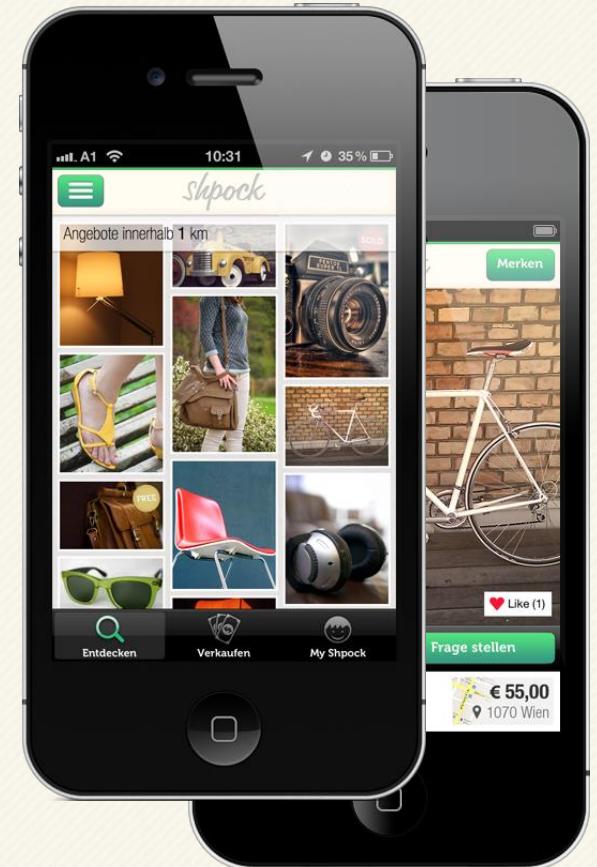
and many more...



“ The mobile ecosystem – everything for free?

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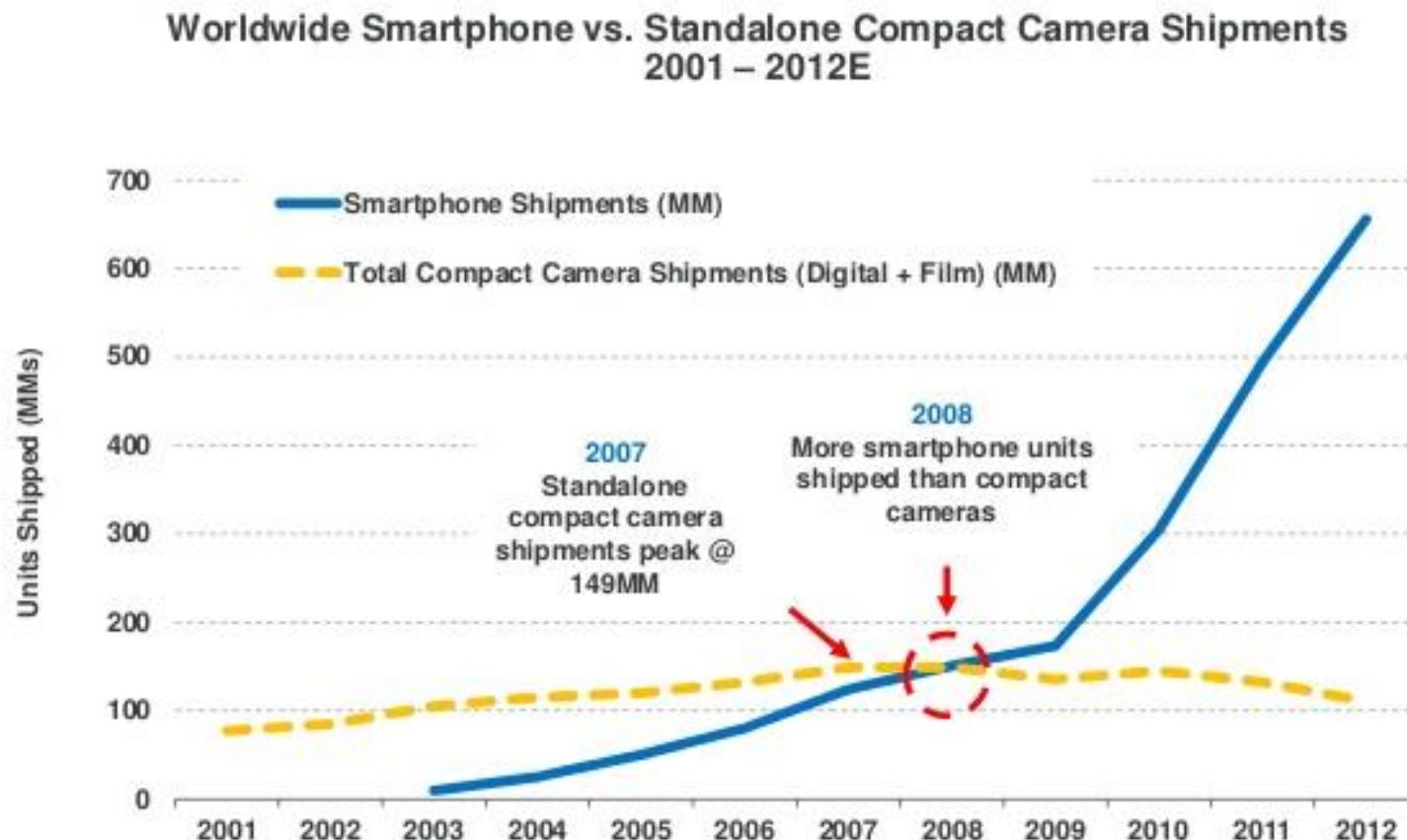
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Smartphones are changing a lot of things



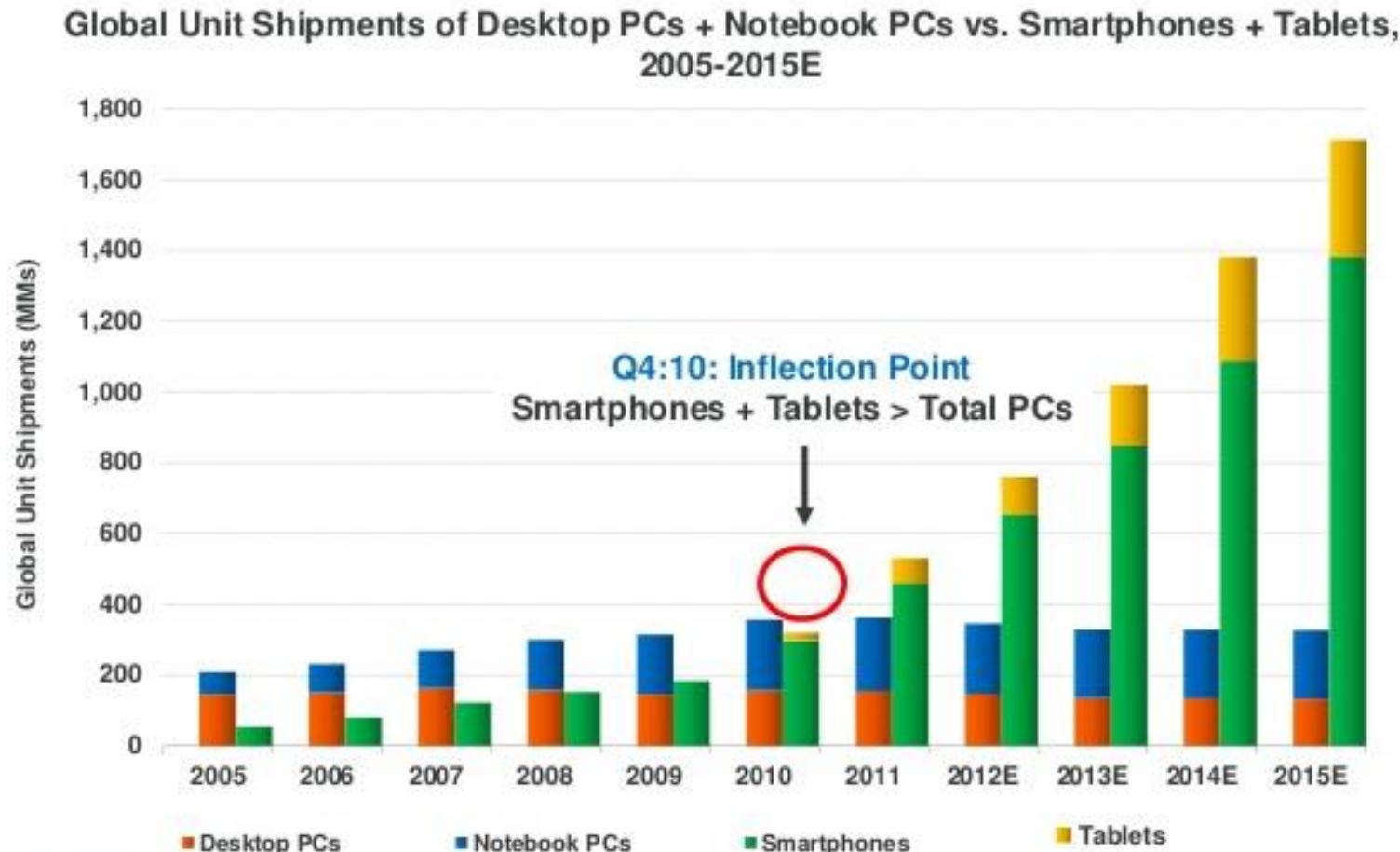
Smartphones having an impact on worldwide compact camera sales



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

KPCB

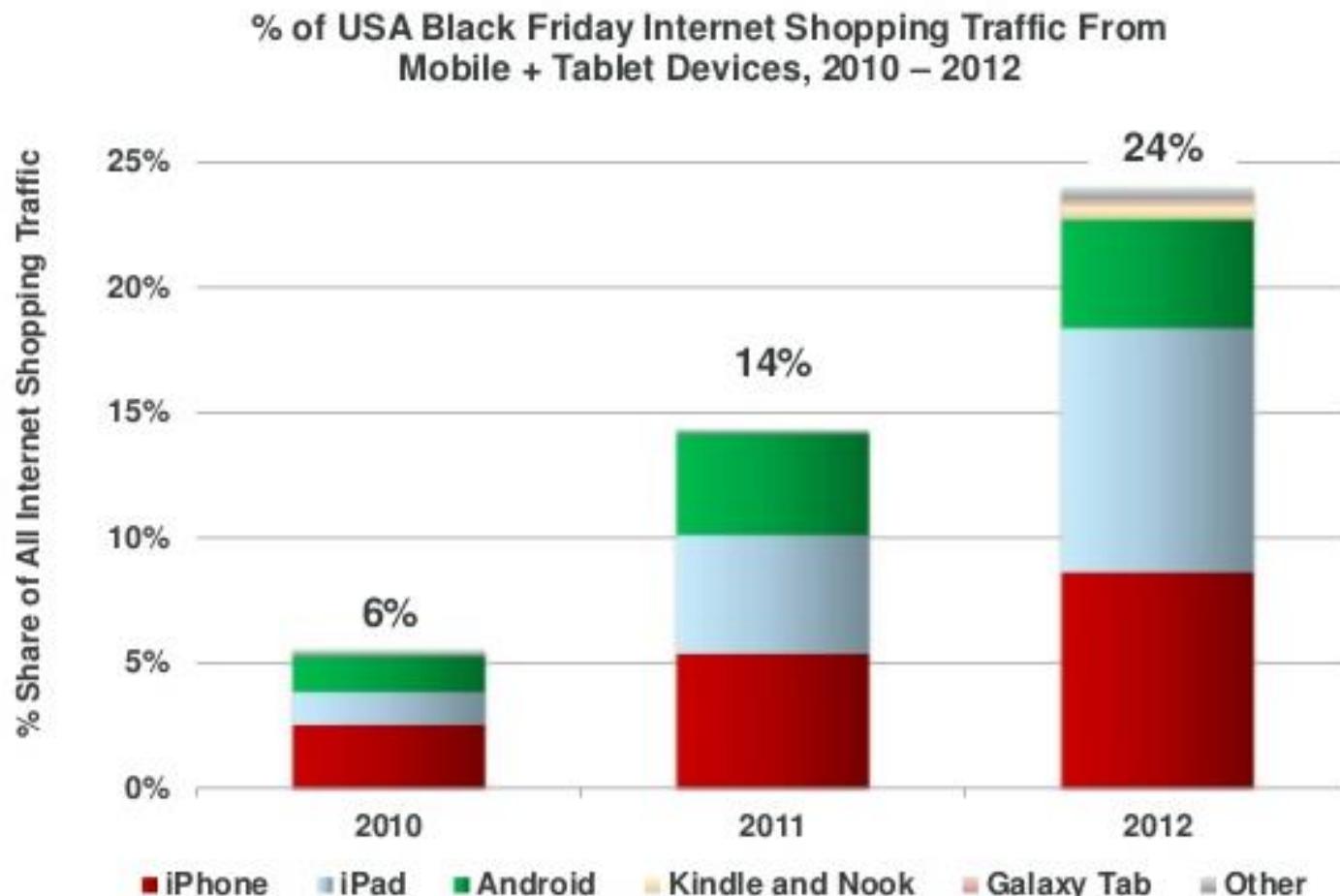
The replacement has started even with PCs



KPCB

Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research.
Data and Estimates as of 9/12.

The change is also reflected in human behavior...



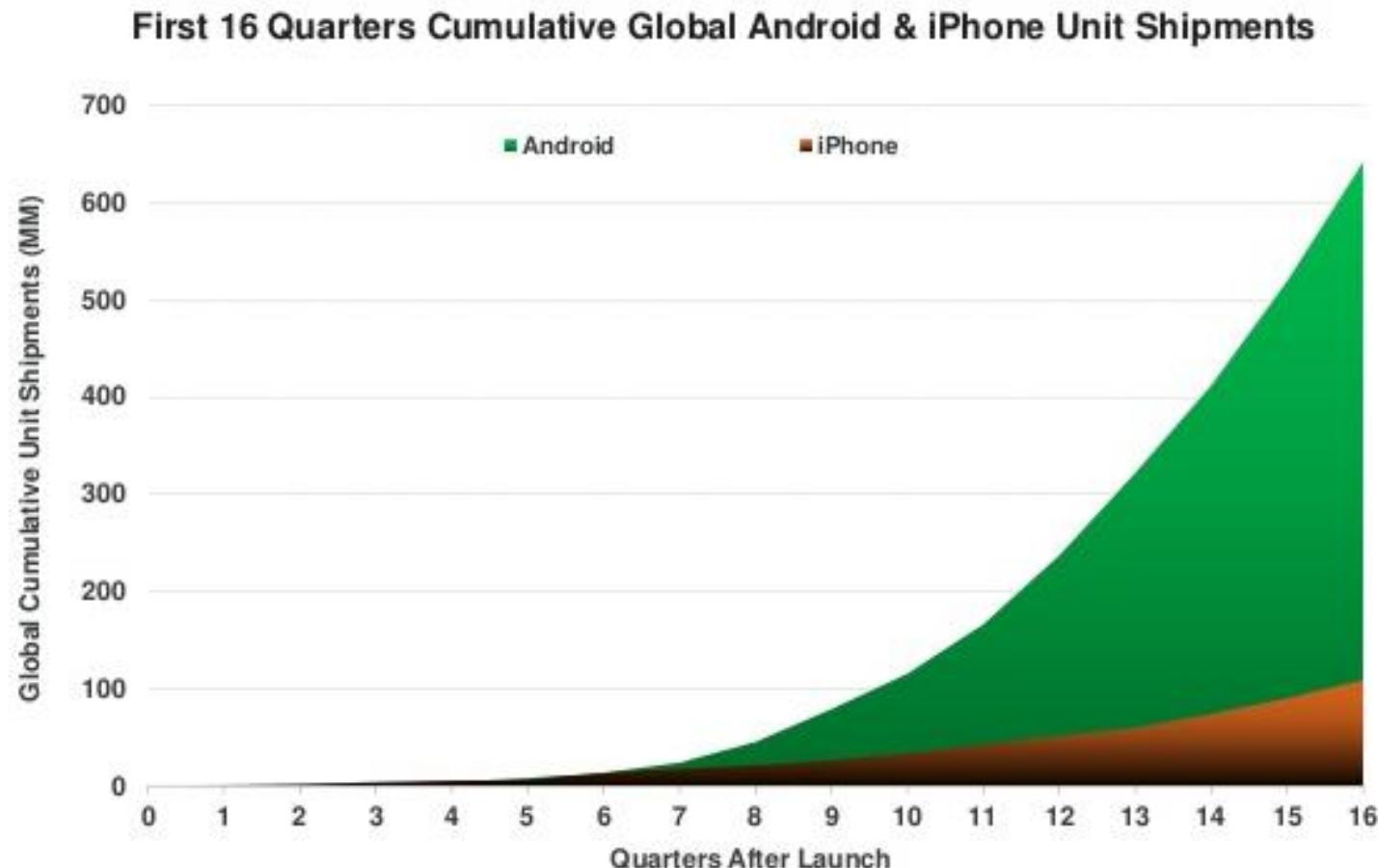
Note: Black Friday (11/23/12) is the day following Thanksgiving Day in USA, traditionally the beginning of the Christmas shopping season. On this day, most major retailers open early and offer promotional sales to kick off the holiday shopping season. Source: IBM Digital Analytics Benchmark

...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

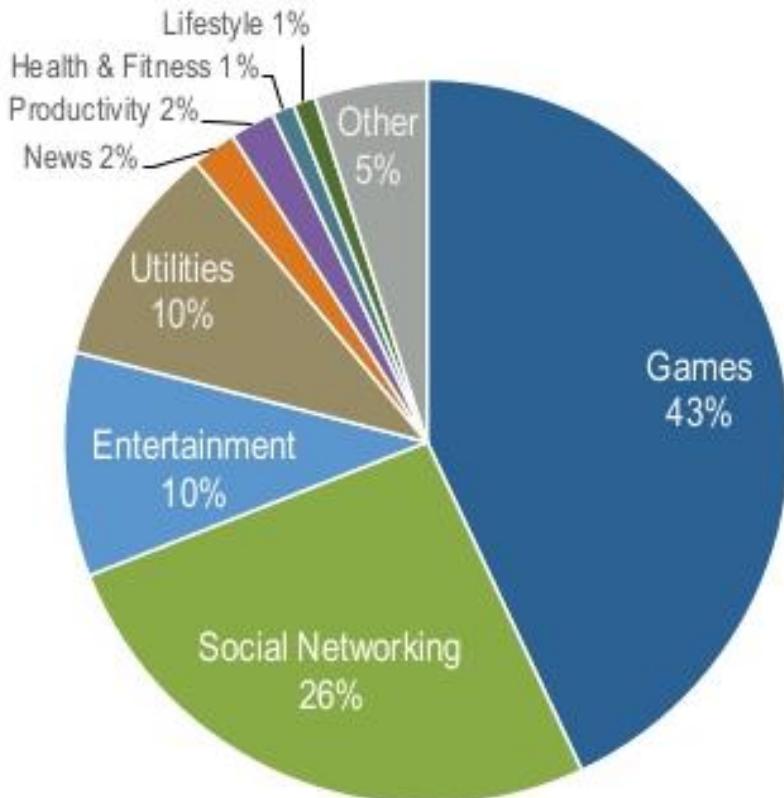


Source: Gartner, Morgan Stanley Research, as of Q3:12.

KPCB

Lets build an app – everybody loves shopping right?

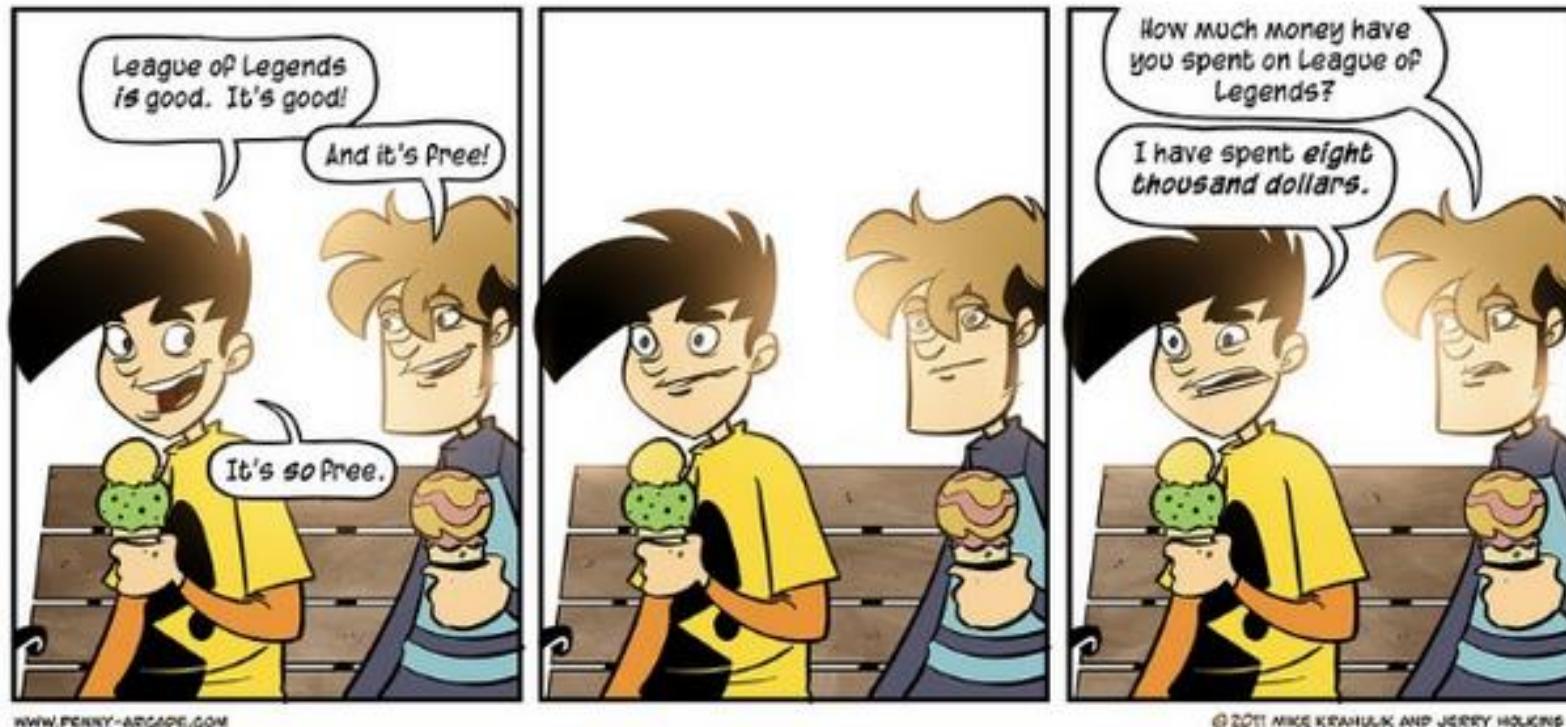
Time spent per app category



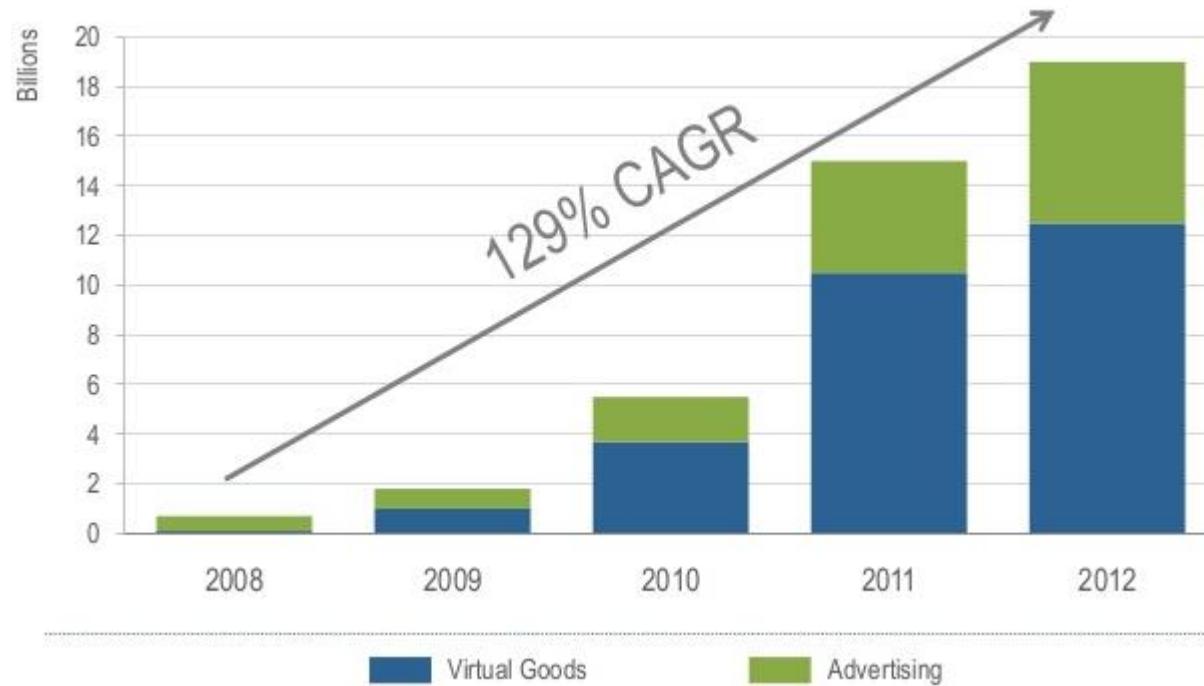
Time spent in commerce apps



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?

Write me an e-mail: as@shpock.com

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