



Apps that change the world

CUM FAC PRIMUL MILION DIN APLICATII?

Voucherry™

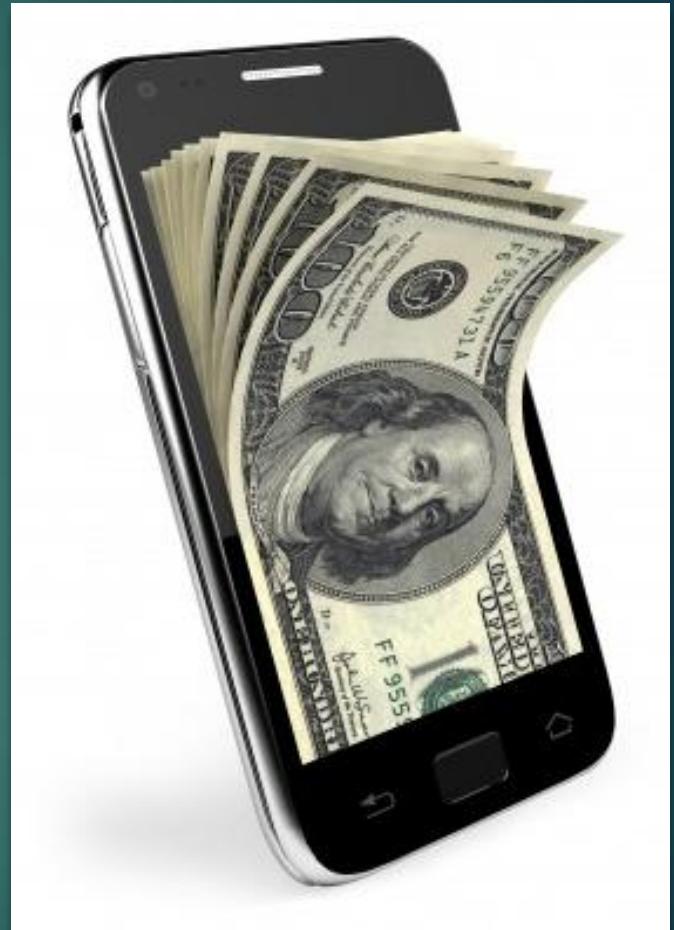
“Blana ursului din padure” ☺



Sursa: Biziday.ro

Ce model sa folosim?

- Freemium + advertising
- Freemium + in-app purchases
- Small price per download
- High price per download
- Licensing
- Etc.



Pariul impotriva a
1,800,000 de alte
aplicatii:

ca 10 bilete la
6/49!



Mai bine mai devreme decat mai tarziu

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Foursquare gets a business model with “search ads for the real world”

July 25, 2012 5:00 am by Tim Bradshaw

Yet the professional network remains one of the few internet companies to list in the past 18 months that still trades above its initial public offering price. The poor performance of Facebook, [Zynga](#) and [Groupon](#) stocks has prompted debate in recent months among Silicon Valley entrepreneurs and investors about whether start-ups targeting enterprise and business-to-business customers – which produce products companies will pay for rather than relying on advertising and eyeballs – might make better prospects for 2013.

O aplicatie pentru un business existent

Avantaje:

- model testat
- resurse financiare si operationale
- procese validate;
- o baza de clienti, parteneri si furnizori; reputatie in piata



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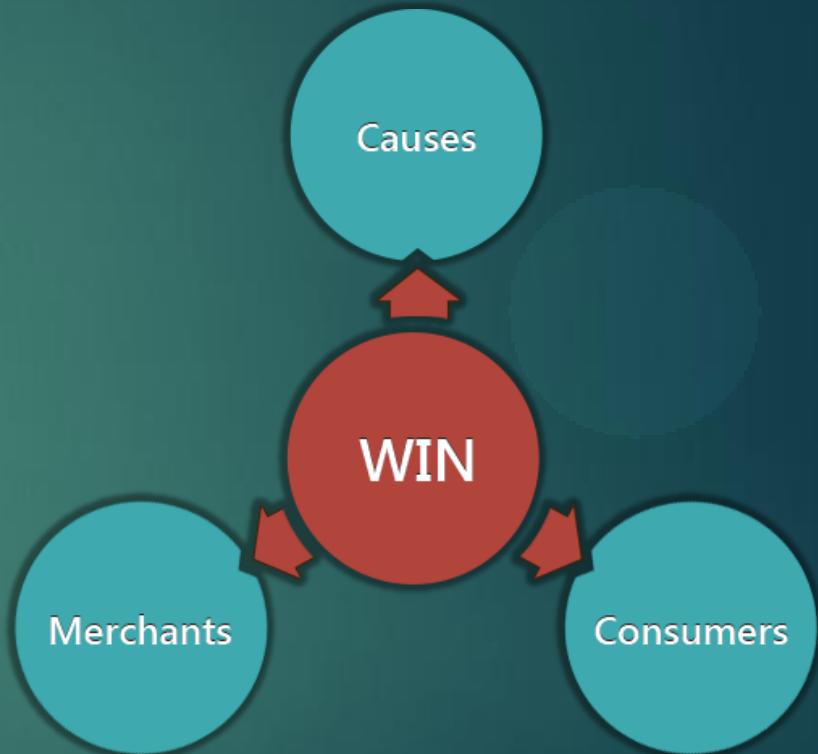
- 20 de ani de cause marketing
- \$300,000,000+ in venituri recurente pt companii din Fortune50
- 2000+ de cauze au beneficiat de milioane de dolari
- Continuitate in relatiile cu furnizorii si clientii
- Peste 200 de « Brand Ambassadors » care lucreaza zi de zi cu cauzele si suporterii lor pentru promovarea brandurilor participante



- Facem bani din fapte bune.
- Clientii nostri sunt oameni care vor sa se implice in ceea ce cred.

Conectam brandurile cu pasiunile oamenilor.

Lucram cu emotiile oamenilor pentru a genera lead-uri de sales intr-un model WIN-WIN-WIN.



Peste 2 000 de organizatii Non Profit si scrisori de multumire.

Sute de mii de
sustinatori au
beneficiat de
program.



De ce va merge?

Brandul rasplateste interacțiunea prin altruism în numele userului.



O aplicatie dezvoltata in Romania pe o platforma americana, care va schimba modul in care romanii privesc propria capacitate de a ajuta si de a face ceva ce conteaza.

O aplicatie care va face schimbarea.

Changing the world one Check In at a time

