



Mobile Entrepreneurship

Jed Taylor, John Zhao, Bliss Chapman, and Neel Kothari

Trends in Mobile Apps

- Curated content and experience
- Easy navigation
- Reduce time users have to filter through information
- How to monetize your product
- Mobile augment apps → doesn't depend on the success of the app; easily introduces app brands



What is Next?

- Next big thing has to solve a problem
- Apps are moving towards pushing out small digestible micro content with an increase in images
- Apps are gaining the ability to build very accurate profiles about consumers (without information you cannot provide a personalized experience)
- Apps are trying to have as many anonymized mechanisms in case app gets hacked
- Developers must have genuine concern for their consumers
- Beacons designed by Apple
 - When Zondr app goes into bar, beacon reads it
 - Highly contextual and very localized
 - Allows advertisers to customize ads
- Payment apps
 - Would not have to carry wallet any more
 - Tradeoff between convenience and security (very little privacy associated with apps)



New Apps: Niche, specialized, and Not Broad

- New apps provide an experience that another app isn't currently providing
- New apps for specific people → better to make 10 apps for 10 different people than 1 app for those 10 people
- Viral nature of the app is due to the nature of the audience that's being targeted
- marketing is becoming more important to differentiate what your app does



Tips For Your Team

- Try people out, but put a cliff on the agreement to curb their interest, dedication, and loyalty
- iOS developers are very sought after
- Co-founders have known each other for a long time, typically
- Outsource minimum viable product, and then recruit more people if it looks like it has legs
- Have evangelists for your app
- Colors are important to your design
- Pictures speak louder than words



App Development Challenges and Advice

- Too many good ideas and not enough time
- Choose exactly what you want to work on and focus on that
- Focus on what you want for your users, instead of simply what you want
- Don't get too attached about your idea & be willing to adapt and adjust your original idea
- Get attached to the ever-growing potential of your idea



Bliss Chapman

- iOS development
- CocoaNuts RSO
- Morning Farm Report provides actionable data to farmers
- Personalized daily reports
- Pocket rain gage
- 24 hour rainfall data at your location
- Mobile augment strategy
- Universal rain gauge



John Zhao: Zondr

- A social experience that highlights bar metrics
- 30% of University of Illinois population uses Zondr
- Full team of engineers has worked on the product
- Innovating: when Zondr app goes into bar, beacon reads it, and users can see who else is in the bar



Neel Kothari

- Plateful
 - Problem: time wasted between placing order and getting food
 - Solution: Plateful allows waiters to submit order via smartphone
 - Waiters only go to the kitchen when order is ready
- campus calendar
 - daily feed of events, data is provided to organizers, who can provide better targeting for their events, just a few weeks from releasing

