

# MOBILE APP DEVELOPMENT FOR ENTREPRENEURS

eeecs  
441

## Introduction and Your Idea

## What is this Course About?

- To build a team
  - ... a pretend startup company
- To build an app
  - ... that will spread like wild fire
  - ... and take over the world

NOT: to teach you how to program a mobile device

## What Makes an App?



## What Makes a Startup?

- A product idea
- A team
- A market

What is a market?

Paying customers

How big of a market?

At least \$1M revenue annually by the 3<sup>rd</sup> year

Why do we care?

# Every Company is a Castle

If there's a market, there will be competitors



# What Makes for an Effective Moat?

Network Effect: lots of people using app

Intangible Assets: location, patents, brands, regulatory licenses,  
friend of the President

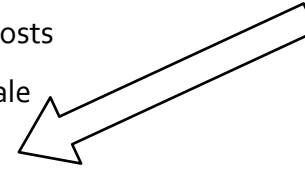
Cost Advantage

Switching Costs

Efficient Scale

Technology

Of these, which could  
your startup possibly  
have?



# Communicating Your Idea



# The Elevator Pitch

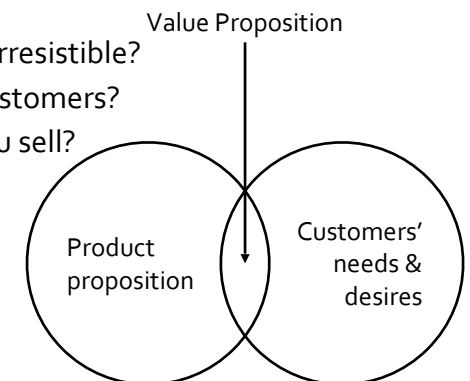
Identify the need

- Who is your target customer?
- What needs or desires of theirs are you addressing?

Communicate your Value Proposition

- What is your product about?
- What makes you stand out and irresistible?
- What are the benefits to your customers?
- Why would anyone buy what you sell?

NOT jargon, buzzword,  
nor meaningless slogan



# Example Elevator Pitch

Tim David's advice:

Start with a "verbal slap"

Build rapport with audience:

- ask a problem QUESTION they can identify with
- "noddable" quote to create ownership of problem

Hint at solution, get to "Tell Me More"

But be authentic



# Let's Hear Your Idea!

Who we are:

- Tiberiu Vilcu worked at Bloomberg
- Sugih Jamin started an Internet-TV company, mentored 9 MDP projects over 5 years, 4 of which were mobile apps, for JPMC, Expedia, NTVB, ProQuest, the Smithsonian

Now we are VCs with a billion dollar to invest (not !)

You have 30 seconds to get us interested in your idea for a product

# Give Feedback

Go to the Feedback link on course web site (not Canvas)

Select presenter's name from drop down menu

- Do you think the idea presented can be implemented in a weekend of hackathon?
- Do you think the idea could potentially earn \$1M/yr?
- How to proceed with the idea?
  - DISCOURAGED: no moat
  - CAUTIONED: moat but no market
  - NEUTRAL:
  - ENCOURAGED:



# Team Forming

Review all elevator pitches posted on Syllabus page of the course web site

<http://web.eecs.umich.edu/~sugih/courses/eecs441/>

Contact the person you would like to team with

- you all must be able to attend the same discussion session when necessary
- pick a team name

Do this by Mon, 1/8

We'll record the teams in class on Mon and create a Canvas group for each team; going forward, submit only one presentation per team under the team name