A stylized white bar chart on a dark blue background. The chart has five bars of varying heights. Each bar is topped with a small white icon of a person with arms raised. The bars are arranged from left to right: a medium-height bar, a shorter bar, a very tall bar, a short bar, and a medium-height bar.

Mobile Apps Business Models and Funding

CTIA, San Diego

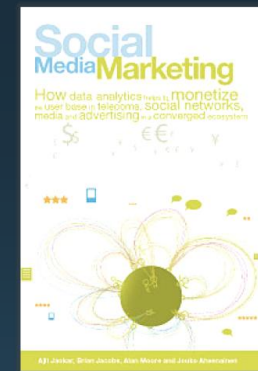
Jouko Ahvenainen, Chairman – Grow VC

October 8, 2009



Jouko Ahvenainen

- **Grow VC Chairman**
 - Working on **2.0** business models, ecosystem, and funding models
- **Mobile and 2.0 business experience**
 - Co-founder of the first social network analytics company, www.xtract.com
 - On the **boards** of various start-up companies, and a co-founder or seed investor in 6 companies
 - A **pioneer** to develop and sell the first social marketing intelligence solutions
 - **Social Media Marketing book**, available in Amazon
- **Other experience**
 - **Senior positions:** e.g. Cap Gemini Ernst & Young, Powerwave Technologies Inc., Nokia, and Sonera
 - **International:** lived and worked in Finland, Malaysia, the UK, and the US



www.com/
MTV3 Internet Uutiset iGoogle Grow VC Email Grow VC Solutions ... FT Grow VC MyBlogLog Viadeo.com

home about take a tour

1. Register
Create an account

2. Apply
Send your profile for screening

3. Funding!
Access the full service of Grow VC

tour register sign in

follow us on twitter

Simplifying early stage funding

- . comment
- . follow
- . microblog
- . evaluate

entrepreneurs

- . community to find right type of investors around the world
- . tools to manage investment process
- . market your company
- . place to find experts that can help your business

funders

- . one place to find early phase companies around the world
- . opportunity to diversify investments and risk
- . tools and information to manage investment process
- . real opportunity to anyone to become a business angel

experts

- . access to start-up companies and investors around the world
- . potential customers that need investment, legal, business development, and finance services
- . you can be a key player in new global start-up ecosystem
- . follow trends and new ideas globally

blog

Grow VC launches its public beta
29 September 2009 – Hong Kong and London – Grow VC, the global web service that enables transparent, easy early stage funding for web and mobile startups, has today launched its public beta. New features in www.growvc.com include: - Open ...

Asking for money?
This is a guest post by Brad Christen from CW Consulting For startup companies, raising your first dollar is the biggest challenge: everyone is hesitant to place the first bet on a new company. Luckily, there's a range of people out there willing ...

Social Media creates new companies, case Singapore
Social Media Worldforum was organized in Singapore in this week. Traditional media companies (Sony Pictures, ESPN, MTV) had strong presence there, also some telco operators came to learn more. But it was very clear that social media is still driven b...

Cyberport: Business Park and Incubator in HK
I had a pleasure to visit Cyberport, Hong

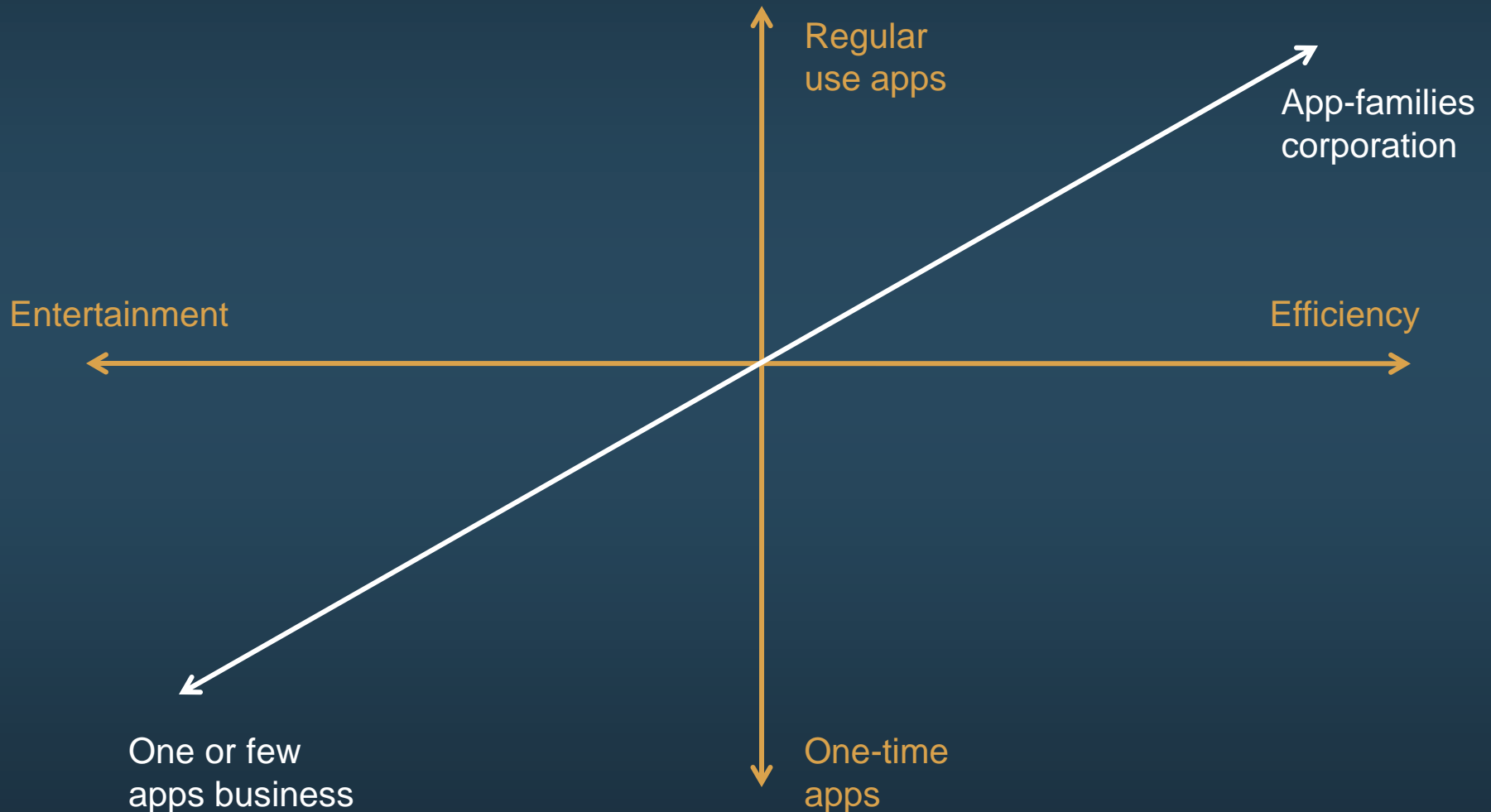


Why Grow VC is interested in Mobile Apps business?

- Grow VC has been created, because new type web and mobile companies need new models for funding
 - Grow VC International offers the first really **global service** to enable early phase funding
 - Targeted at web and mobile companies that need \$10,000 to \$1,000,000 funding
 - **Not anymore technology companies** – the challenge is not to make the technology but get audiences and attention
- **User community** has a significant role in Grow VC investment process < - > customer also decide which apps will be success stories
 - Community can rate and recommend companies to private investors
 - Our funds (coming soon) are also based on community knowledge
- Mobile apps companies need more **flexible funding models**
 - Capital efficiency
 - Investments based on market attraction



Mobile Apps Business Segments





Mobile Apps – new retail business

- The new chasm is to get attention and users
- It is like to sell goods through supermarkets, except
 - No manufacturing costs
 - No logistical issues
 - The number of supermarkets and shelf space is in principle limitless
- To be successful
 - Users must find your app directly, or
 - You must get good supermarkets to put your add to good shelf space, or
 - Both of these options
- Smarter analytics and personalization can change this picture, but it happens slowly





Mobile Apps Funding



1. Immediately global mobile apps companies look for global smart money, not limited to single country or state
2. Step-by-step funding
 - If you cannot start mobile apps business with less than \$200k, you must re-think your approach
 - Make it – launch it – improve it
 - Successful companies don't do it immediately right, but they use money carefully and are able to change course as they learn
3. New funding models are needed for early phase, but also to cover the needs of different kind of companies → not only one type risk money
 - Someone can make simple apps for personal living without world-class ambitious, and need some money to start
 - Another one what to create fast growing business with hundreds of apps



Would you like to manage VC money?

Available soon in laptop near you

<http://www.growvc.com/my-vc-money>



*You don't have to be Steve Jobs to be an entrepreneur
You don't have to be Bill Gates to be an investor
Everyone must start somewhere
Grow VC - The Place to Grow*



Jouko Ahvenainen

jouko@growvc.com

Tel (UK): +44 79 1248 1154

Tel (US): +1 415 287 0854

Skype: jahven

www.growvc.com

Twitter: @growvc