

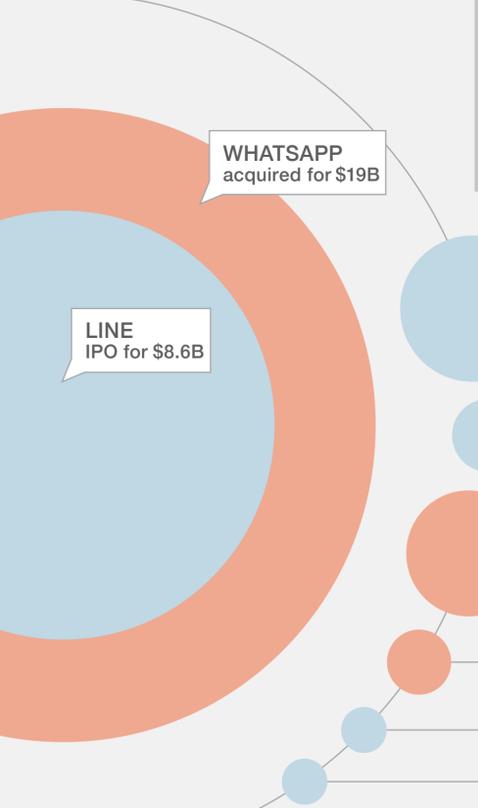
SHOULD YOU ADOPT A MOBILE FIRST STRATEGY?

MOBILE FIRST CONSUMER & SOCIAL APPS

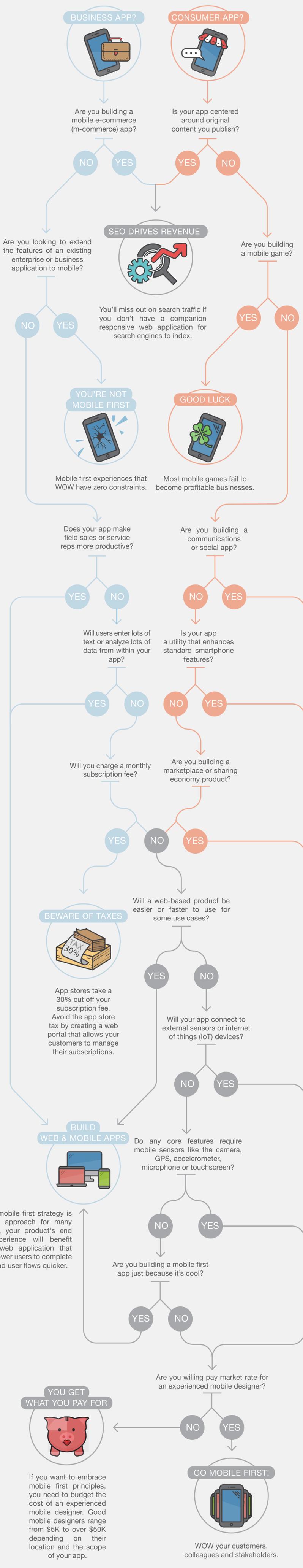
If you're building a consumer or social app, you're in the "hits" business. Most of these apps fail, but the consumer apps that do succeed have astronomical exits.

MOBILE FIRST BUSINESS & PRODUCTIVITY APPS

If you're building a mobile first business or productivity app, you can implement proven freemium and SaaS business models. There is a formula for building successful mobile first business apps, but exits tend to be smaller relative to consumer apps.



WHAT TYPE OF MOBILE APP ARE YOU DEVELOPING?



SOURCES

- <https://www.cognitiveclouds.com>
- <https://www.crunchbase.com/acquisition/90ad2f738079c7c0dff666cb82487a11>
- <https://www.bloomberg.com/news/articles/2016-07-14/line-jumps-in-u-s-trading-debut-of-biggest-2016-technology-ipo>
- <https://www.crunchbase.com/acquisition/5f87053e560f7d36c5ca9abe34e27ca92>
- <https://www.crunchbase.com/acquisition/8e47657723514f03622852f0fc2d8cbe>
- <https://www.crunchbase.com/acquisition/7bd8e1c9a611b5c0477640298c075d12>
- <https://www.crunchbase.com/acquisition/086088eb54c5d5c7cb780b4da7ab7fd1>
- <https://www.crunchbase.com/acquisition/6dc243eea12e59d407f7f88f05bc9c1a>