

# The App Universe After the Big Bang

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In the beginning...

Your Friends

## Leaderboard

Your Calls: 17

Nationwide Calls: 3,494,184

Caller: 124

OBAMA'08  
WWW.BARACKOBAMA.COM

Updated 9/12/08 11:47 PM

# OBAMA'08



News



Local Events



Media



Issues



Receive Updates



Get Involved



Call Friends



Your Polling Location



Donate

CALIFORNIA

States

CHANGE  
WE CAN BELIEVE IN



OBAMA'08

Version 1.0

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Email Support

### CREDITS

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PAID FOR BY OBAMA FOR AMERICA

— JULY 6 —

ty Fair investigates Mitt  
ney's offshore accounts



Events



Featured



Action



Donate

**BAMA**  **BIDEN**

**build this campaign**

donation and build the grassroots  
organization it will take to win.

10

\$25



Info



Events



Featured



**OBAMA**  **BIDEN**

— JULY 29 —

Watch: 100 days to



SPREAD THE WORD



— JULY 25 —

Message from Michelle Obama:  
“It takes one”

SPREAD THE WORD



Events



Featured



Action



Donate

# The Silver Age

# The \$ilver Age

Apps:2013::Sites:2003

Silver is Good

Silver is Money

Silver is Boring

# The Dream of Art

Apps:2013::Sites:2003

Apps:2013::Apps:2003

If you want to be an  
artist, you will have  
to be the smartest





Two blue rectangular signs with white borders are mounted on a grey pole. The top sign is tilted upwards and to the right, displaying the word 'Creativity' in white. The bottom sign is tilted downwards and to the right, displaying the word 'Commerce' in white. The background is solid black.

Creativity

Commerce

Pay Attention

# Pricing

Start one tier higher  
than your gut feeling

When you get traction,  
lower it by one tier

If it takes off—or is  
featured—lower it  
by one more tier

When your next  
product is ready, cut  
it down to free.

See [jury.me](https://jury.me) for a  
5-part (!! ) series  
on app pricing

# Budgeting



12-months burn

12-months burn

3-months burn

12-months burn



3-months burn

12-months burn

the suck

3-months burn



You Need to Hustle

# Marketing

# How to Fail

Bad ideas kill dreams.

It's like \_\_\_\_ with/for \_\_\_\_.

Don't make games.

**Don't make  
games.**

**DON'T MAKE  
GAMES.**

**DON'T MAKE  
GAMES!!!**

**DON'T MAKE**  
**GAMES!!!**

**DON'T MAKE**  
**GAMES!!!**

**DON'T MAKE**  
**GAMES!!!**

Don't make games.

Solve Boring Problems

# Value Proposition

# Competition

# Domain Scope

Is this art?

Get Over Yourself



# Checkout



(01 Dec 2009) **Checkout Reviewed on TUAUW** TUAUW Review: Checkout, top notch Point of Sale software for Mac.

**Checkout. The powerful, easy and affordable point of sale software for the Mac.**

Run your retail store more efficiently with Checkout. Download the [free trial](#) and you'll be sold and selling in minutes.

## A Complete Retail Solution

Sales, orders, quotes, receipts and invoices are just the beginning. Checkout's range of reporting and stock management features are

## Proven Technology

Macs are fast, reliable, and easy to maintain. Checkout builds on these source technologies. Re



*Compare files with...*

# KALEIDOSCOPE

1.1

New! Even better command-line integration. And much more...

Use Kaleidoscope to **spot the differences** in text and image files. Review changes in seconds with the world's **most advanced** file comparison application.

Download ↓

30 Day Demo

Buy for €29 ♥

Introductory Price



Learn more...



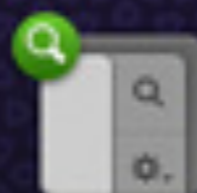
## Text Scope

Compare text and source code.



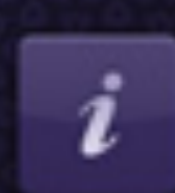
## Image Scope

Review mockups and photos.



## Workflow

Integrate with just about anything.



## Details

Skim through the feature list.



Engineering is Hard

Humans are confusing

Perfection is unachievable

Work is unavoidable

Coding is expensive

Art through adversity

Sacrifice is necessary

You will kill babies

You will lose friends

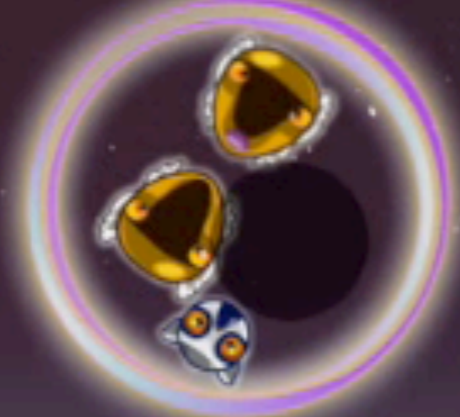
You will be disappointed

You need help





Chemistry



316000 Pt.

<http://le.mu.rs/chemistry>



2 0:30

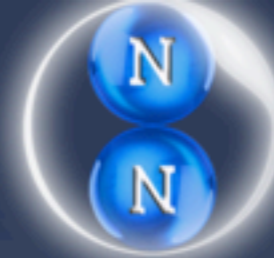
40900pts

<http://le.mu.rs/chemistry>

1000pts  
1000pts  
1000pts  
1000pts  
3000pts

Splendid Science

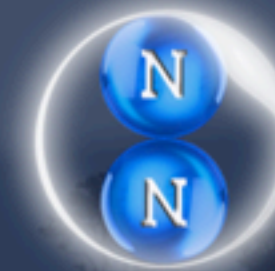




This is air, magnified about a billion times.



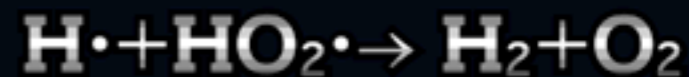
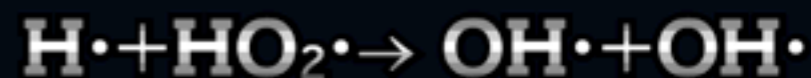
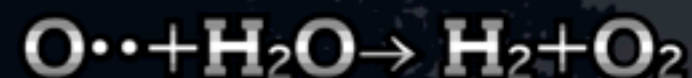
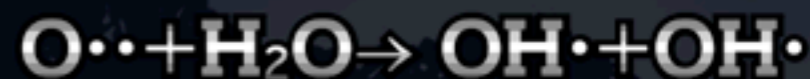
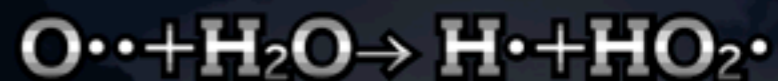
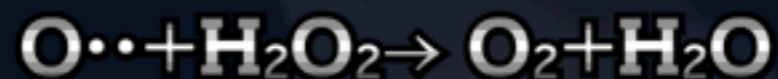
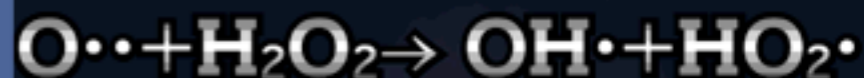
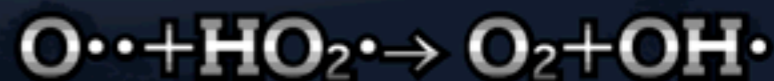
Air is a mixture of chemicals.  
Let's find out which ones.



Touch molecules to discover them.

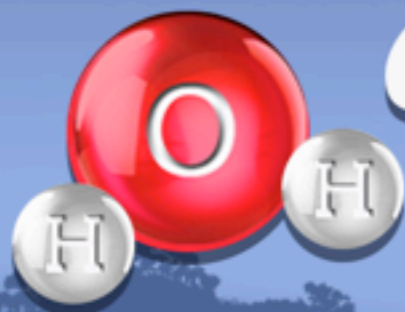


<http://le.mu.rs/chemistry>



<http://le.mu.rs/chemistry>

# Lemurs Chemistry presents



# Water



Start

O

I

II

III

∞



Game Center



Tutorial



Timed 1



Timed 2



Timed 3



Unlimited



Oxygen



Super Fire



Credits



Lab



Octet 1



Octet 2



Octet 3



Zen



Water



Smart Fire



Smart Fire



Lemurcules



Parallax

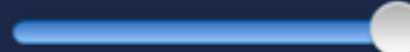


Mute

Music



Effects



Thank You