



The App Universe After the Big Bang

Mike Lee @bmj



gotocon.com



In the beginning...

OBAMA'08

Leaderboard

Your Friends

Ur Calls: 17

ionwide Calls: 3,494,184

o Caller: 124



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CHANGE

WE CAN BELIEVE IN



OBAMA'08

Version 1.0

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States

CALIFORNIA

Donate

OBAMA'08

WWW.BARACKOBAMA.COM

Updated 9/12/08 11:47 PM

— JULY 6 —

City Fair investigates Mitt
Romney's offshore accounts



OBAMA ● BIDEN



— JULY 29 —

Watch: 100 days to



SPREAD THE WORD



OBAMA ● BIDEN

build this campaign

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

\$25

10

— JULY 25 —

Message from Michelle Obama:

“It takes one”



SPREAD THE WORD



The Silver Age

The Silver Age

Apps:2013::Sites:2003

Silver is Good
-

Silver is Money

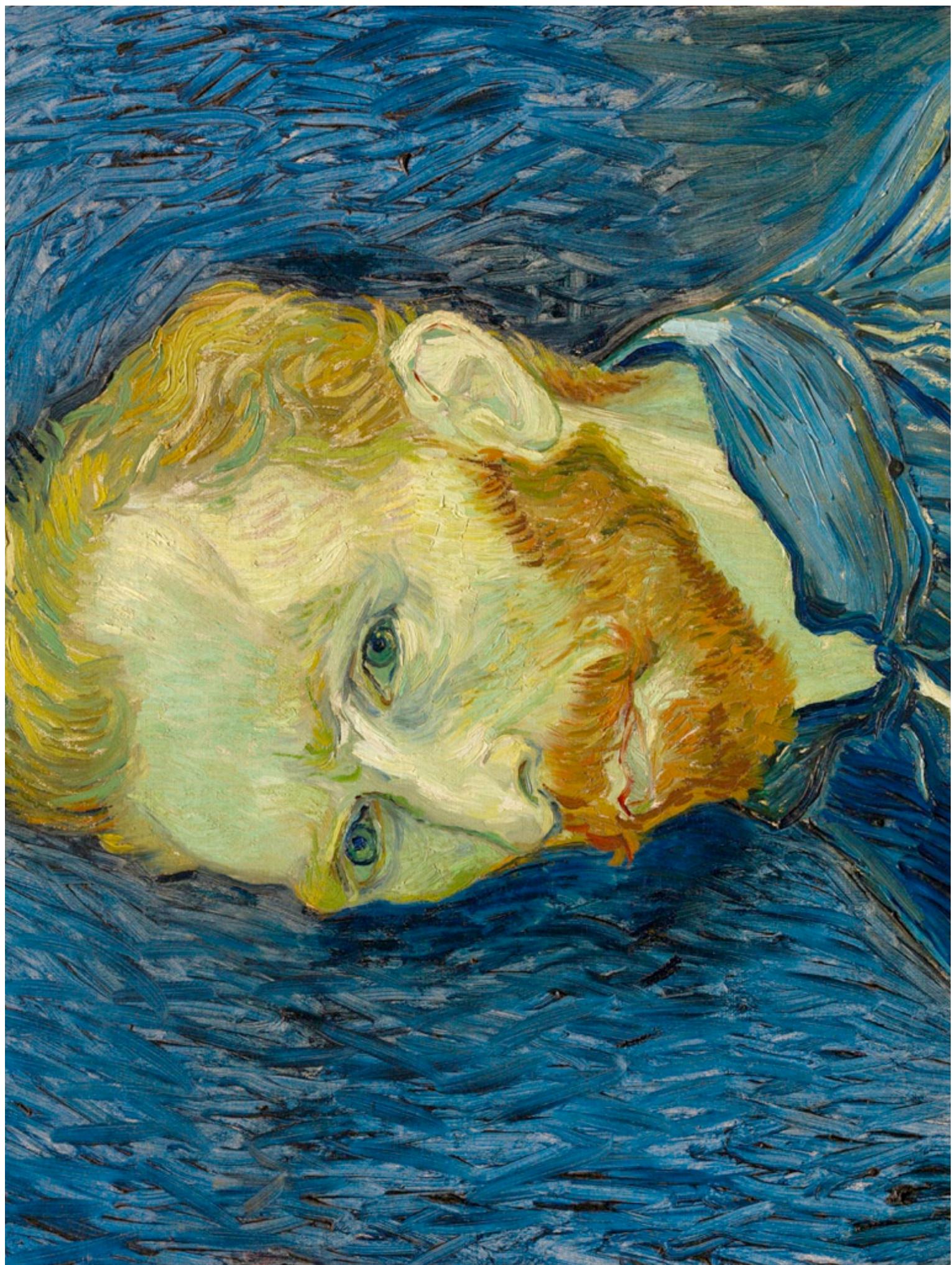
Silver is Boring^{b3}

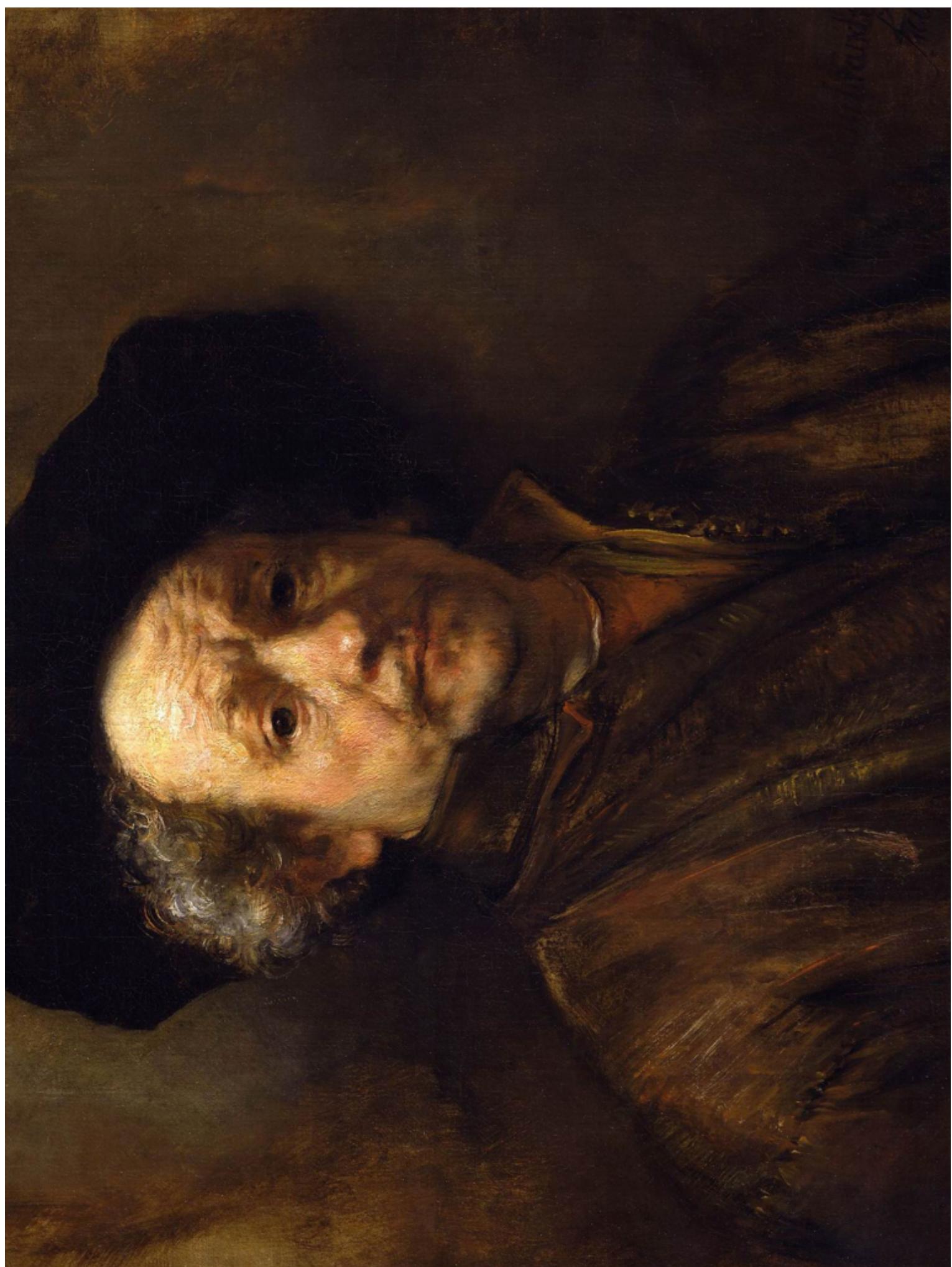
The Dream of Art

Apps:2013::Sites:2003

Apps:2013::Apps:2003

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





Creativity

Commerce

Pay Attention

Pricing

Start one tier higher
than your gut feelings

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 for a
5-part (!) series on
app pricing

Budgeting

12-months burn

suck
the

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.

Solve Boring Problems

Value Proposition

Competition

Domain Scope

Is this art?

Get Over Yourself



Checkout



★ (01 Dec 2009) [Checkout Reviewed on TUAW](#) TUAW Review: Checkout, top notch Point of Sale software for Mac.

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

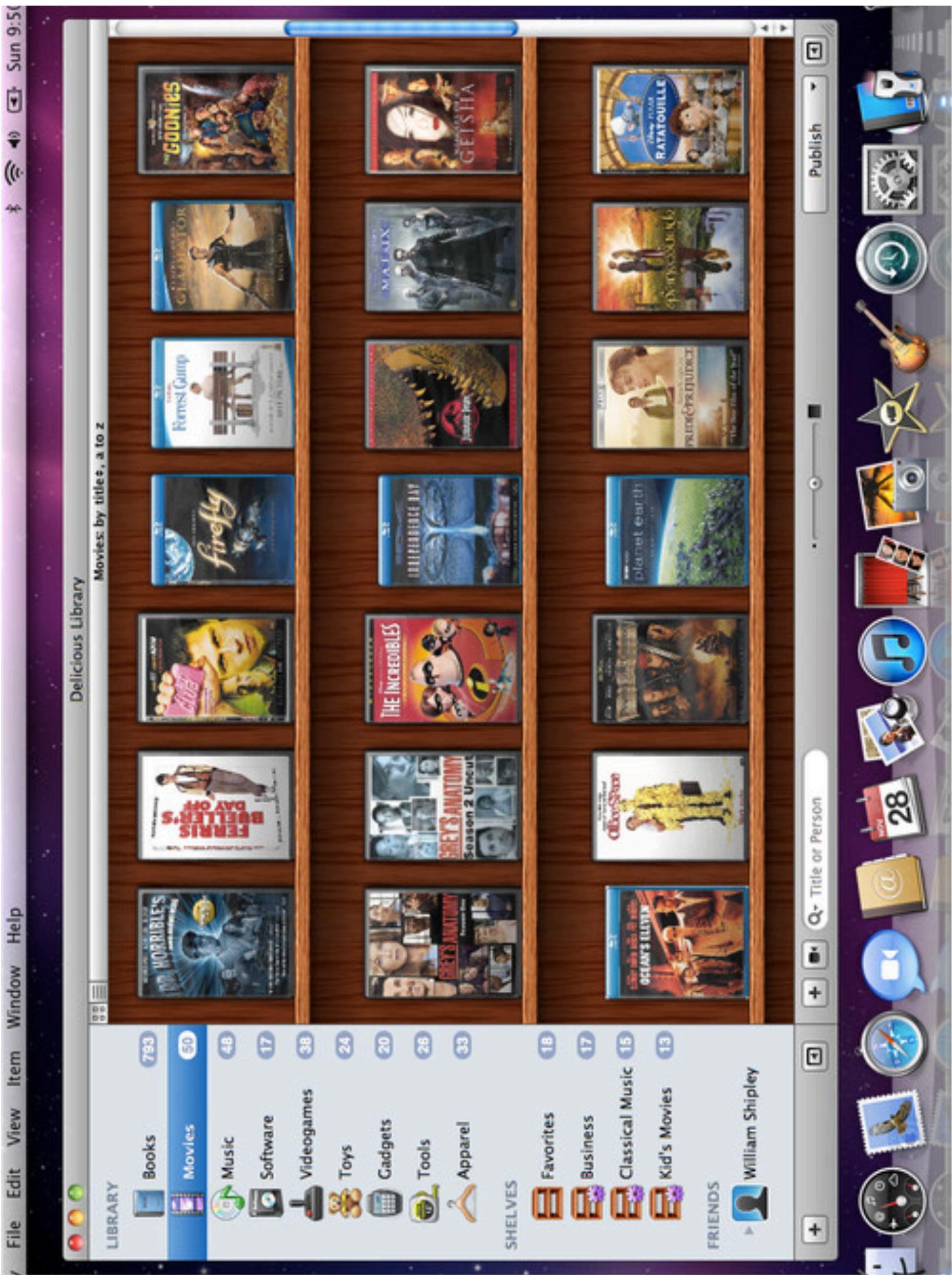
Run your retail store more efficiently with Checkout. Download the [free trial](#) and you'll be sold and selling in minutes.

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, a maintain. Checkout built source technologies. Re





Compare files with...

KALEIDOSCOPE



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

Buy for €29

Introductory Price

30 Day Demo

Learn more...



Text Scope
Compare text and source code.

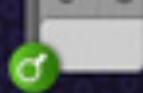
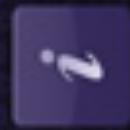


Image Scope
Review mockups and photos.



Workflow
Integrate with just about anything.



Details
Skim through the feature list.

Kaleidoscope

getting-started.js

A getting-started.js.LOCAL.12231.js		B getting-started.js.REMOTE.12231.js	
331	<pre>\$(document).ready(function() {</pre>	342	<pre>});</pre>
332	<pre> // Give focus to the newsletter</pre>	343	<pre>\$(document).ready(function() {</pre>
333	<pre> text_field</pre>	344	<pre> \$(document).ready(function() {</pre>
334	<pre> \$("#newsletter-email-</pre>	345	<pre> // Set an initial footer text</pre>
	<pre>address").focus();</pre>	346	<pre> setFooterText("Copyright 2012 -</pre>
		347	<pre> Black Pixel");</pre>
335	<pre> // Convert buttons to jQuery-UI</pre>	348	<pre> // Convert buttons to jQuery-UI</pre>
336	<pre>Buttons so that we get proper active</pre>	349	<pre>Buttons so that we get proper active</pre>
337	<pre>state mouse-tracking</pre>	350	<pre>state mouse-tracking</pre>
338	<pre> \$("button").button();</pre>	351	<pre> // Update the controller when the</pre>
339	<pre> // Mark all headers as</pre>	352	<pre> email address changes</pre>
	<pre>collapsible</pre>	353	<pre> \$('#newsletter-email-</pre>
	<pre> \$('#scopes</pre>	354	<pre> bind('keyup change',</pre>
	<pre>li').click(switchScope);</pre>	355	<pre> function() {</pre>
340	<pre> };</pre>	356	<pre> var emailAddress =</pre>
341	<pre> // Update the controller when the</pre>	357	<pre> this.value;</pre>
342	<pre>email address changes</pre>	358	<pre> if</pre>
	<pre> \$('#newsletter-email-</pre>	359	<pre>(getStartedController != null &&</pre>
	<pre>address').bind('keyup change',</pre>	360	<pre>getStartedController.setEmailAddr</pre>
343	<pre>function() {</pre>	361	<pre>ess_= null);</pre>
344	<pre> var emailAddress =</pre>	362	<pre> gettingStartedController.setEmailAddr</pre>
	<pre> this.value;</pre>	363	<pre> ess_(emailAddress);</pre>
345	<pre> };</pre>	364	<pre> // Hook up the subscribe button</pre>
	<pre> if</pre>	365	<pre> \$('#newsletter-subscribe-</pre>
	<pre>(getStartedController != null &&</pre>	366	<pre>button').click(function() {</pre>
	<pre>getStartedController.setEmailAddr</pre>	367	<pre> subscribeToNewsletter();</pre>
	<pre>ess_(emailAddress);</pre>	368	<pre> };</pre>
346	<pre> };</pre>	369	<pre> // Hook up the subscribe button</pre>
347	<pre> };</pre>	370	<pre> \$('#newsletter-subscribe-</pre>
348	<pre> else</pre>	371	<pre>button').click(function() {</pre>
	<pre> log("Failed to update</pre>	372	<pre> subscribeToNewsletter();</pre>
	<pre>email address");</pre>	373	<pre> };</pre>
349	<pre>});</pre>	374	<pre> // Hook up the subscribe button</pre>
350		375	<pre> \$('#data-example-document-</pre>
351			<pre>index)').each(function(index,</pre>
			<pre>exampleDocument {</pre>

Conflict 1 of 1 ▲ ↑

Blocks Fluid Unified

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

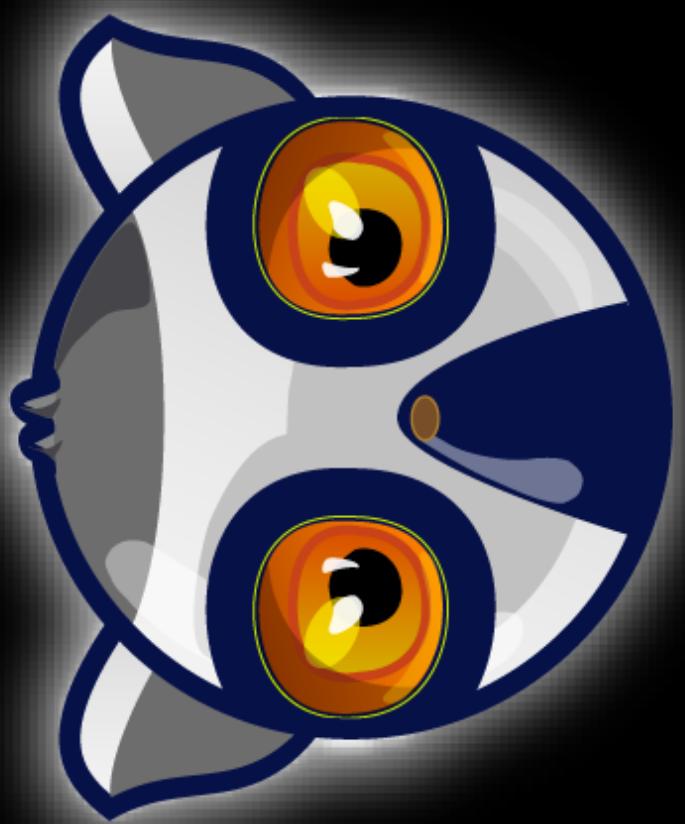
You will lose friends

You will be disappointed

You need help

<http://github.com/appsterdam/open>

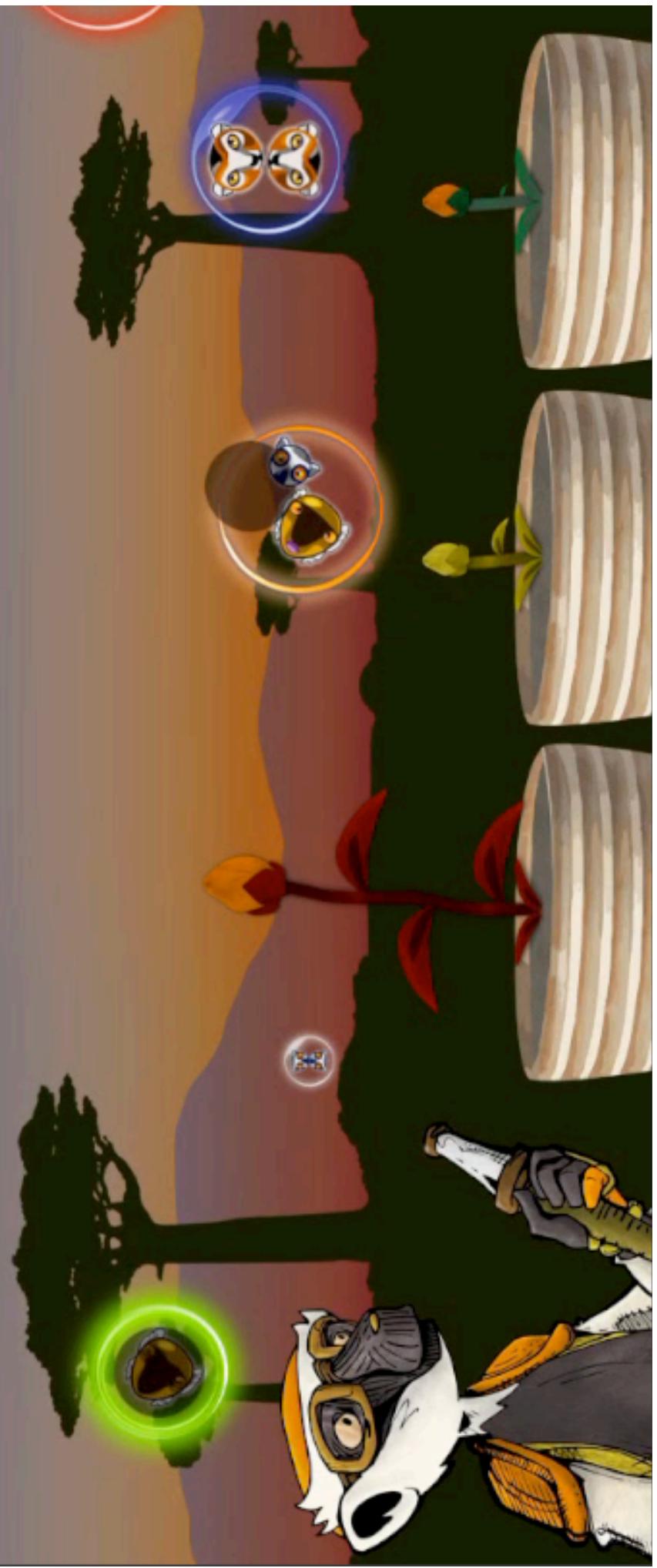




Chemistry

31600 ft.

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



0:30

40900pts

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

1000pts
1000pts
1000pts

1000pts
1000pts
3000pts

Science
Splendia

2



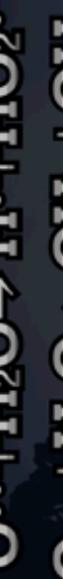
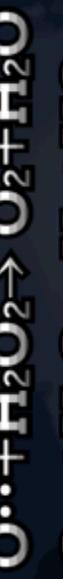
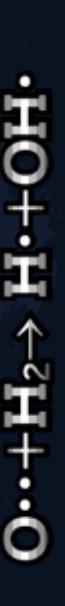
This is air, magnified about a billion times.

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>



Lemuria Chemistry presents

HWater



O

III

II

I

∞

Start

Game Center

Tutorial

Unlimited

Timed 3

Timed 2

Timed 1

Octet 1

Octet 2

Octet 3

Credits

Lab

Zen

Effects

Water

Smart Fire

Fire

Nitrogen

Oxygen

H₂ Hose

Super Fire

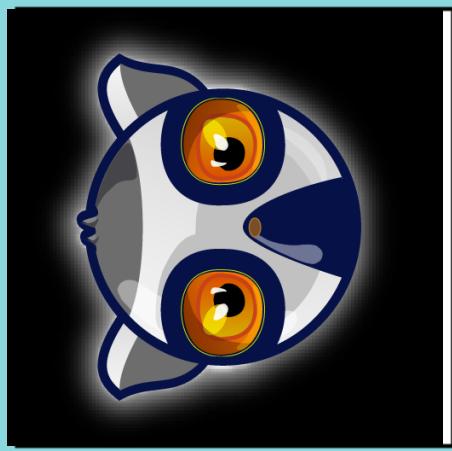
Parallax

Mute

Lemurcules

Smart Fire

http://le.mu.rs/chemistry



ElDragonRojo on GitHub
T@bmf on Twitter & ADN
THUNK You!

<http://le.murs>

