



The App Universe After the Big Bang

Mike Lee

@bmf

bmf@le.mu.rs

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

© 2008 OBAMA FOR AMERICA
ALL RIGHTS RESERVED.

Email Support

CREDITS

Raven Zachary
Jason Grigsby
John Keith
Lyza Gardner
Aileen Jeffries

Jonathan Wight
Dom Sagolla
Mike Lee
Louie Mantia
Tristan O'Tierna

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

Budgeting

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.

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



1.1

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

Compare files with...

KALEIDOSCOPE

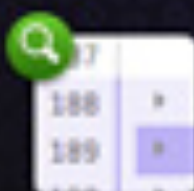
Use Kaleidoscope to **spot the differences** in text and image files. Review changes in seconds with the world's **most advanced** file comparison application.

[Download](#) ↓

30 Day Demo

[Buy for €29](#) ♥

Introductory Price

[Learn more...](#)

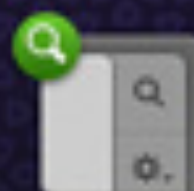
Text Scope

Compare text and source code.



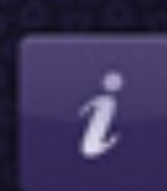
Image Scope

Review mockups and photos.



Workflow

Integrate with just about anything.



Details

Skim through the feature list.

Kaleidoscope
getting-started.js

A getting-started.js.LOCAL.12231.js Resolved Document B getting-started.js.REMOTE.12231.js

331		342		342	
332	<code>\$(document).ready(function() {</code>	343		343	
333	<code> > // Give focus to the newsletter</code>	344	<code>\$(document).ready(function() {</code>	344	<code>\$(document).ready(function() {</code>
334	<code> text field</code>	345		345	<code> > // Set an initial footer text</code>
335		346		346	<code> setFooterText("Copyright 2012 -</code>
336	<code> address").focus();</code>	347		347	<code> Black Pixel");</code>
337		348	<code> // Convert buttons to jQuery-UI</code>	348	<code> // Convert buttons to jQuery-UI</code>
338	<code> Buttons so that we get proper active</code>	349	<code> state mouse-tracking</code>	349	<code> Buttons so that we get proper active</code>
339	<code> state mouse-tracking</code>	350		350	<code> state mouse-tracking</code>
340	<code> \$("button").button();</code>	351	<code> // Update the controller when the</code>	351	<code> // Update the controller when the</code>
341		352	<code> email address changes</code>	352	<code> email address changes</code>
342	<code> > // Mark all headers as</code>	353	<code> \$('#newsletter-email-</code>	353	<code> \$('#newsletter-email-</code>
343	<code> collapsible</code>	354	<code> address').bind('keyup change',</code>	354	<code> address').bind('keyup change',</code>
344	<code> li").click(switchScope);</code>	355	<code> function() {</code>	355	<code> function() {</code>
345		356	<code> var emailAddress =</code>	356	<code> var emailAddress =</code>
346	<code> // Update the controller when the</code>	357	<code> this.value;</code>	357	<code> this.value;</code>
347	<code> email address changes</code>	358	<code> > > if</code>	358	<code> > > if</code>
348	<code> \$('#newsletter-email-</code>	359	<code> (gettingStartedController != null &&</code>	359	<code> (gettingStartedController != null) &&</code>
349	<code> address').bind('keyup change',</code>	360	<code> gettingStartedController.setEmailAddr</code>	360	<code> gettingStartedController.setEmailAddr</code>
350	<code> function() {</code>	361	<code> ess_(emailAddress);</code>	361	<code> ess_(emailAddress);</code>
351	<code> var emailAddress =</code>	362	<code> // Hook up the subscribe button</code>	362	<code> // Hook up the subscribe button</code>
352	<code> this.value;</code>	363	<code> \$('#newsletter-subscribe-</code>	363	<code> \$('#newsletter-subscribe-</code>
353	<code> > > if</code>	364	<code> button').click(function() {</code>	364	<code> button').click(function() {</code>
354	<code> (gettingStartedController != null &&</code>		<code> subscribeToNewsletter();</code>		<code> subscribeToNewsletter();</code>
355	<code> gettingStartedController.setEmailAddr</code>				
356	<code> ess_(emailAddress);</code>				
357	<code> // Hook up the subscribe button</code>				
358	<code> \$('#newsletter-subscribe-</code>				
359	<code> button').click(function() {</code>				
360	<code> subscribeToNewsletter();</code>				
361	<code> });</code>				
362					
363					
364					

Blocks Fluid Unified Conflict 1 of 1

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

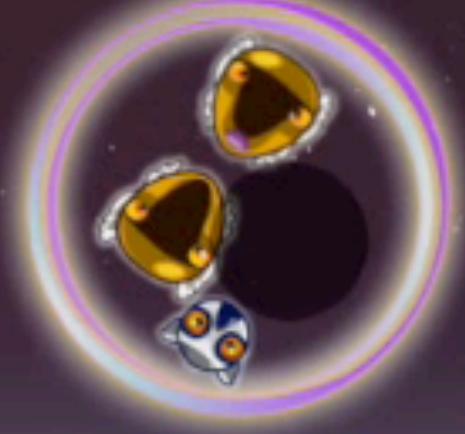
You will be disappointed

You need help





Chemistry



316000 Pt.



2 0:30

40900pts

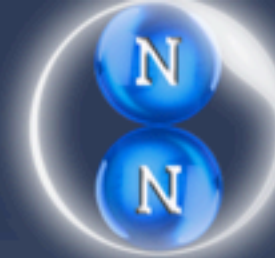
1000pts
1000pts
1000pts
1000pts

1000pts
3000pts

Splendid Science

H₂





This is air, magnified about a billion times.

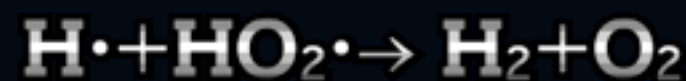
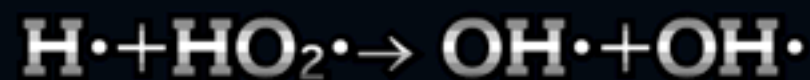
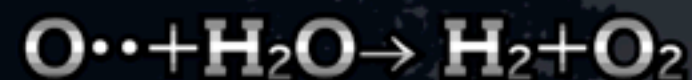
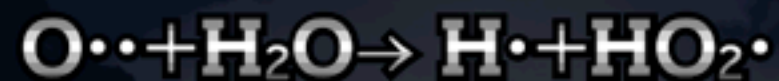
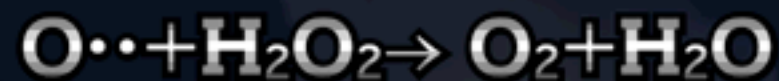
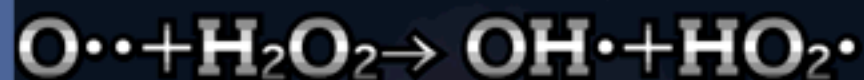
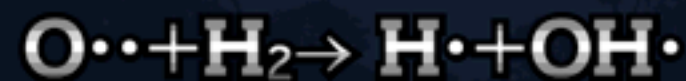
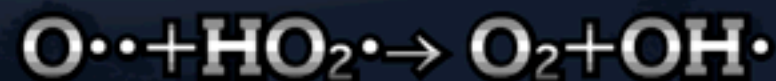
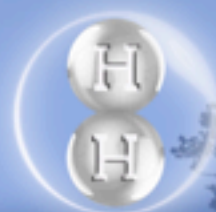


Air is a mixture of chemicals.
Let's find out which ones.



Touch molecules to discover them.





Lemurs Chemistry presents



Water



Start

0

I

II

III

∞



Game Center



Tutorial



Timed 1



Timed 2



Timed 3



Unlimited



Credits



Lab



Octet 1



Octet 2



Octet 3



Zen



Air



H₂ Hose



Nitrogen



Fire Button



Oxygen



Super Fire



Water



Smart Fire



Smart Fire



Lemurcules



Parallax



Mute

Music



Effects



Thank You