

SplashPlay Thoughts #15



SPLASHPLAY MAKES MOBILE AFFORDABLE

You've Been Splashed!®

SplashPlay Makes Mobile Affordable

by Thomas Banks

The Jury is In

Any organization not committed to a "Mobile" strategy will in the very near future find itself left behind because commerce, directly derived through mobile devices, is projected to grow dramatically over the next few years.

Just how big is the future of mobile? According to industry observer App Annie, in 2016 the average United States' consumer spent \$613 via their mobile device, representing \$40 Billion. In turn, App Annie predicts consumer mobile spending will soar to \$2,012 by 2021, or \$140 Billion.

Even more interesting, according to App Annie, is the fact that the primary driving force behind mobile commerce and monetization is gaming which is expected to reach \$105 Billion by 2021,

representing most, 75%, of mobile's projected growth. Clearly, these trends in mobile's impact on commerce reveals a fundamental shift by consumers to their mobile devices, adopting mobile habits, and development of new and innovative methods of monetization.

Today, mobile-based commerce is the single largest driver of the growth of the new-age economy and clear evidence of consumer shift to the convenience of their smart devices.

The Allure of Mobile

Based on the trends, the allure of mobile is obvious. In fact, mobile-based commerce is outpacing all other forms of monetization and growing at an amazing 38% Compound Annual Growth Rate (CAGR).

Unfortunately, mobile strategies generally are not for the faint-of-heart because mobile software development is terribly expensive. In fact, according to Industry observers, the average development cost for a simple, small Apple IOS app is upwards of \$8,000 and, "More Complex" apps can cost \$50,000 to \$150,000. According to a report by PadGadget.com – *The Cost of Building an iPad App* – suggests development costs (exclusive of design, planning, and management costs) range from \$12,000 to \$150,000, or more. Compound these costs to support other platforms such as Android, Windows, and iPhone, and the cost of developing a mobile solution can easily double to \$30,000 to \$300,000.

Clearly, mobile software development is not the purview of America's small businesses, schools, charities, or foundations. The tens of millions of organizations in America that can benefit from a mobile presence unfortunately cannot afford to do so. That is until now, where SplashPlay redefines the cost of going mobile which is measured in "*Tens of Dollars*" versus "*Tens of Thousands of Dollars.*"

SplashPlay Opens the Door to Mobile

SplashPlay easily and affordably opens the world of mobile to any organization, for almost nothing, by simply becoming a SplashPlay Game Sponsor. In fact, thanks to SplashPlay's unprecedented

revenue sharing model, with just a few hundred game players SplashPlay easily becomes a source of additional revenue for the Game Sponsor.

As mobile matures, it becomes less of a novelty and more an everyday tool. Evidence of the clear trend of mobile empowerment, cell network providers are deploying faster networks like 5G. The speed of today's mobile experience empowers robust Internet services, historically limited to one's desktop, to convenient smart devices resting quietly in our pockets at the ready to make our lives easier, convenient, and more productive.

Regardless of one's business, mobile is destined to become a vital component in every area from selling a product, charitable fundraising, and education. If App Annie's predictions are correct, the mobile device user base will nearly double by 2021 and people will spend more time using their smart devices in both work and play motivating organizations to enthusiastically embrace mobile.

The simple fact is mobile is here to stay and SplashPlay is positioned to be a conduit to prosperity for America's businesses and you. For you, our Gamification Agents, SplashPlay is simply the easiest and most affordable path to enable any organization to make the necessary transition into mobile and fuel your economic future.

Remember, the SplashPlay Team is here and committed to your success.

Happy 4th of July!

Good luck and remember...The Game is Afoot!!



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