

Making  
**MONEY**  
ON THE INTERNET

**by Josh Yudaken**

# Who the #!%@! are you?

viral web game (\$500)

downloadable shareware game (\$1,000) [+\$40]

early facebook application (\$26,000) [spam]

iphone/ipad game (\$42,000) [+\$30/day]

website hosting startup (\$80,000) [hopefully]

current startup - snapbill (?)

# Who the #!%@! are you?

viral web game (R6,000)

downloadable shareware game (R8,000) [+R280]

early facebook application (R310,000) [spam]

iphone/ipad game (R370,000) [+R200/day]

website hosting startup (R560,000) [hopefully]

current startup - snapbill (?)

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BUT ONLY FIVE HOURS PER WEEK



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**Marketing: expensive OR hard**

- 1. Alphabetical order often wins**
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# #3 Capitalise on your HITS

Gem drop?

Star marine?

Paid to kill?

Have you ever heard of: Patron angel?

Paper planes?

Space Impact: Meteor Shield?

Collapse chaos?

Playman winter games?

Bounce tales?

Shopping madness?

Mole war?

Sumea Ski Jump?

Bounce evolution?

Cyber blood?

Burger push?

Darkest Fear 2: Grim Oak?

War Diary Burma?

Wolfmoon?

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What about:

**No?**

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(I WOULD RATHER HAVE  $\$50 \times 1000$  THAN  $\$0.05 \times 1,000,000$ )



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**In-application purchases and upgrades do sell.**

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### Consider charging for your product

(I WOULD RATHER HAVE \$50 x 1000 THAN \$0.05 x 1,000,000)

In-application purchases and upgrades do sell.

Inverted models... its free because YOU'RE the product.

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**Its usually impossible to test different prices.**

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## Market segmentation

Ever noticed the bulk packs at stores are often more expensive per unit than the smaller ones?

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At R10, 2500 people buy = R25,000

Perfect case earnings = R47,000

At R350, 200 people buy = R70,000

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**DOG FOOD**

(NOT TO BE TAKEN LITERALLY)

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**If I do this, would they invite their friends?**



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What features do **YOU** really need to get

If I do this, would **YOU** invite their friends?

**YOU**

ARE THE

**TARGET MARKET**

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**Think about your “hourly rate.”**

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**Reselling the services of others.**

**Purchasing good development kits.**

# iPhone Development



R 6,299



R 1,999



R 750

# R 26,493

**christmas.**  
(AHHH... YEAH.)



#9 (don't forget about)  
**PROFIT.**

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Simple calculation: **Profit = Revenue - Cost**

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...but...

**don't forget about your salary**

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**The market cap is currently \$44,308,193 (this thing is real.)**

Alright...  
**THANKS.**

(#11)

**Fonts:** Yanone Kafeesatz  
WALTER TURNCOAT  
**Colors:** Zen Den by peachbelle  
on COLOURlovers

**Want to chat more? Come for a beer.  
Trenchtown, 6:30pm tonight.**

@qix j.yud.co.za j@yud.co.za

Alright...  
**THANKS.**

(#12)

Bingo card creator:

<http://www.kalzumeus.com/2010/03/20/running-a-software-business-on-5-hours-a-week/>

A \$23,698,655.93 book about flies:

<http://www.michaeleisen.org/blog/?p=358>

What is bitcoin?:

<http://www.weusecoins.com/>

@qix j.yud.co.za j@yud.co.za

(#13)

**You has gone too far.**

@qix j.yud.co.za j@yud.co.za



(#14)

**EOF.**

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