



# **Greener Pastures**

[greenerpastures.dk](http://greenerpastures.dk)

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## Applications



**MitKBH**  
Greener Pastures

FREE APP ▾



**Children's Picture B...**  
Greener Pastures

6.00KR BUY APP ▾



**Picture Book 2**  
Greener Pastures

6.00KR BUY APP ▾



**Farley File**  
Greener Pastures

24.00KR BUY APP ▾



**Far Away**  
Greener Pastures

6.00KR BUY APP ▾



Faded text for Farley File application.

Faded price for Farley File application.



Faded text for Far Away application.

Faded price for Far Away application.

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# MitKBH for iPhone

- Live 1. november
- Downloads: 7.634 in 17 days

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- Live 1. november
- Downloads: 7.634 in 17 days
- Free

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# Version 2 – Feedback

- Ratings, reviews, pictures
- Recommendations
- Tip a friend

# Version 3 – Social App

- I'm at...
- Where are my friends?
- Shared lists
- Shared tour plan
- Bar crawl



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# Lessons learned

(Marketing)



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# 1. Get into top 10

7 x downloads



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## 2. App Store is not enough

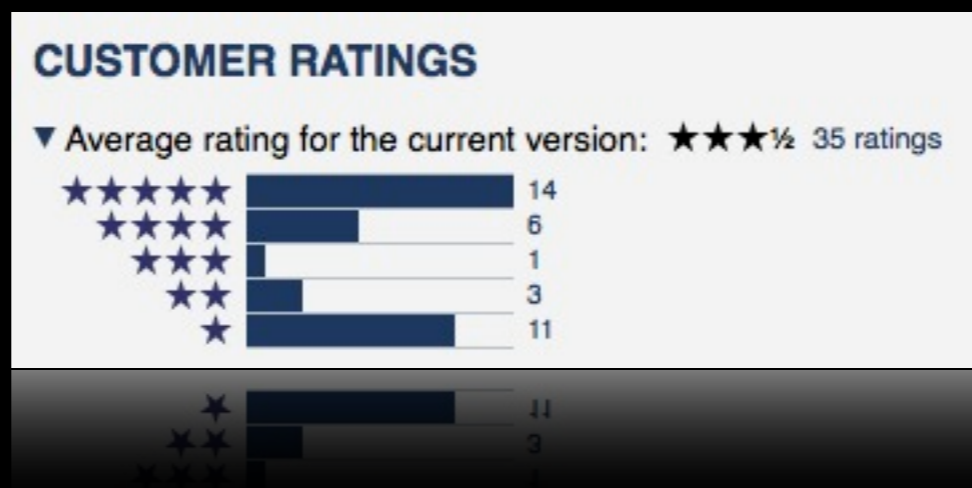


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# 3. Twitter & Facebook are ok buzz-starters

# 4. Bugs will hurt your ratings... Badly



## 5. But ratings don't seem to matter much

### TOP FREE APPS

-  **De Gule Sider**  
European Directories  
Released 30 October 2009  
Free [GET APP](#)
-  **Rat On The Run SALE**  
Donut Games  
Released 12 July 2009  
Free [GET APP](#)
-  **SHOOTER LITE**  
Paramount Digital Entertainment  
Released 21 October 2009  
Free [GET APP](#)
-  **Spikey's Bounce Around**  
Donut Games  
Updated 13 October 2009  
Free [GET APP](#)
-  **MitKBH**  
Greener Pastures  
Released 31 October 2009  
Free [GET APP](#)
-  **Real Racing GTI**  
Firemint  
Released 22 October 2009  
Free [GET APP](#)

6. Apple is soooooooooo  
slow – even with  
patches

# 7. Pay attention to categories and keywords!

8. Ideas are cheap –  
execution is  
everything

9. Wanna make money?  
The Danish market is  
too small.  
Make a global App



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# 10. Free App as a show- case works fine

# 11. Recipe for a successful app\*:

- local
- up-to-date
- quality data
- fast and simple
- nice GUI

\* Games and tools are another story...



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Feedback, ideas,  
joint projects?

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If it's fun, we'd  
love to play!

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