

APP
CAMPUS

ACCELERATE WITH US

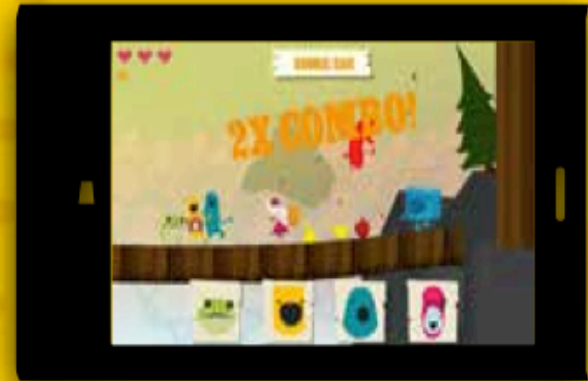
Paolo Borella

Master of Control

GUESS
WHAT'S
INSIDE
?



TO CUT IT SHORT



AppCampus is a mobile application accelerator program managed by Aalto University in Espoo, Finland. This is a

21 million euro joint investment between Microsoft, Nokia and Aalto University to foster mobile application development on Windows Phone and Windows. ♥ ♥ ♥ ♥ ♥

The AppCampus logo is a blue banner with the text 'AppCampus' in white, sans-serif font. The background of the entire slide is yellow with a pattern of overlapping circles in various shades of yellow, orange, and green. There are several cartoon smiley faces scattered around the slide, some on the left and some on the right. The top and bottom edges of the slide have a blue border with a white dashed line.

AppCampus

OFFERING

FUNDING

COACHING

GO-TO-MARKET SUPPORT

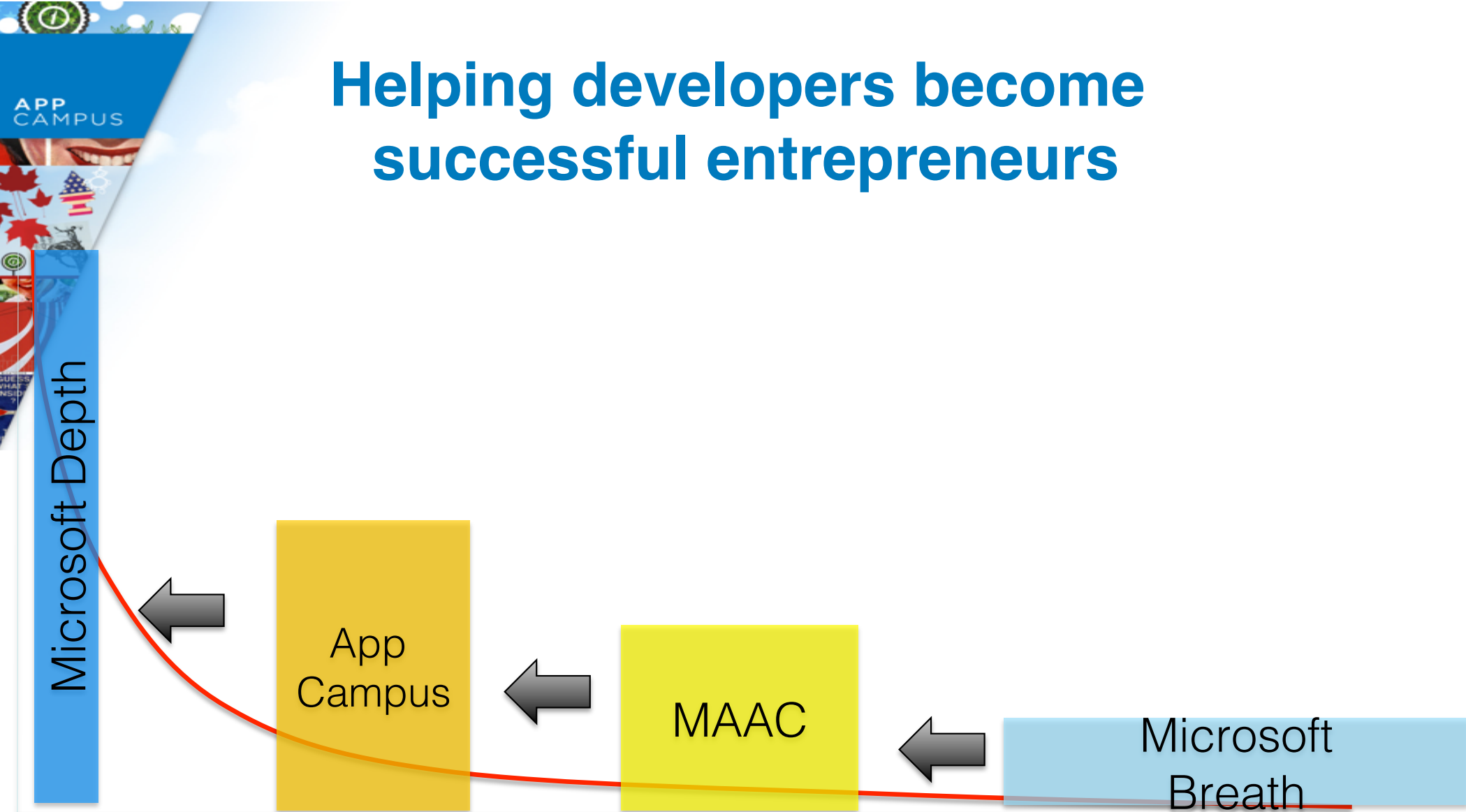
Successful applicants will receive awards varying from 10.000, 20.000, 50.000 to 70.000 euros, depending on the complexity of the app. In addition, AppCampus also provides training in mobile technology, design and usability, coaching and marketing support.



Acceleration Process



Helping developers become successful entrepreneurs



BY APRIL 2014:

3880 applications received

Over **100 countries**

9 050 000 eur invested

320 approved teams

Top 5 categories

1. Games
2. Productivity
3. Lifestyle
4. Education
5. Social

Top 5 countries

1. Finland
2. China
3. United Kingdom
4. United States
5. Canada

DARK LANDS



15000000

AN INTENSIVE ACCELERATOR CAMP

APPCADEMY

coaching in design,
branding, etc.

HOW DO I MARKET MY APP?



LEARN TO PITCH YOUR IDEA!



Learnings & Best Practices 1

Monetization,
GTM & Localization
App Marketing



Learnings & Best Practices 2

Short vs Long Camps
F2F, Online, Remote
Coaching: Before, During, After



THE HOTTEST DEVELOPER PROGRAM IN THE WORLD

Suggestions:

Complement or Compement
Network / Fedarate
Cross-National Hub
Hub: Mktg, Talent, Funds
Best Practices, Mentor Coaching
Referrals

WWW.APPCAMPUS.FI

paolo@appcampus.fi

@appcampus

facebook.com/appcampus.fi