



ACT GLOBALLY

*Maria Argyti, International Business
Development Expert*

- Who I am
- Plan to Develop your Mobile App
- Brand your Mobile App Successfully
- Take your Mobile App Internationally
- About Ascend International



Agenda

LET'S MEET

MEET MARIA

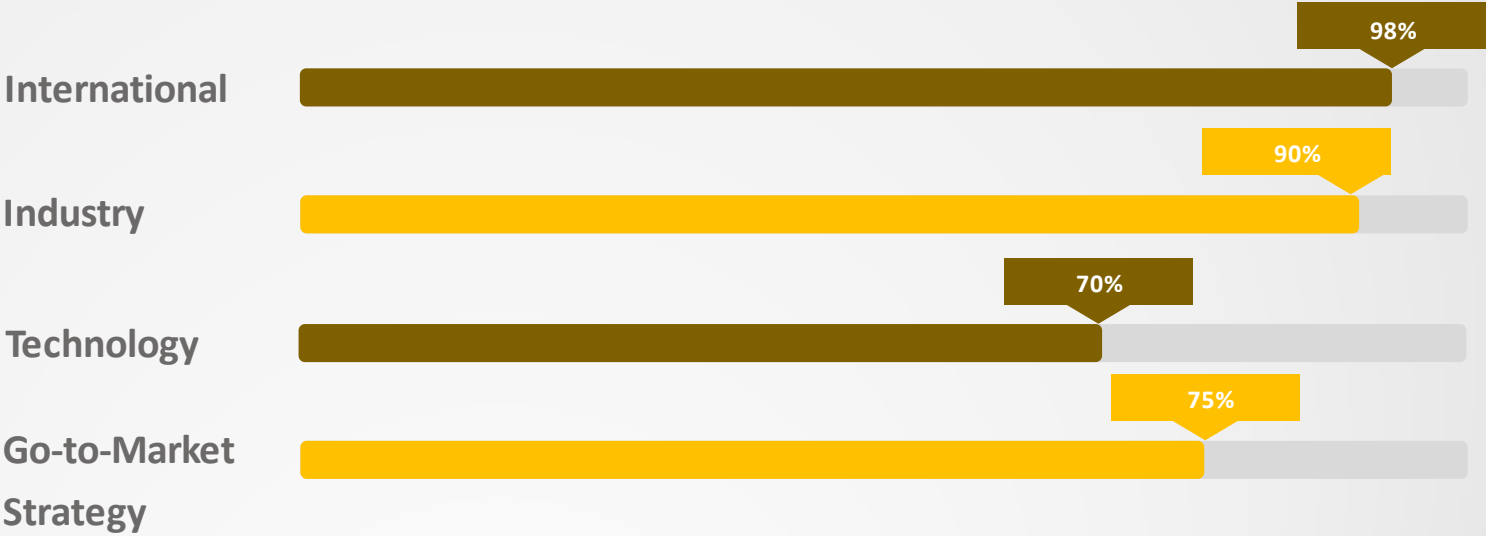


Maria

About Maria

Business Development expert with fourteen years' experience and sales track in software, fostering strategic relationships & partnerships in multicultural environments. With deep and profound knowledge of both technology (Engineered Systems, Database, Middleware, Virtualization and Cloud) and solutions (ERP, CRM, Core Banking, EPM, BI, SCM, HR), coupled with Industry knowledge expertise in Public Sector, Banking, Telco and Enterprise.

Skill

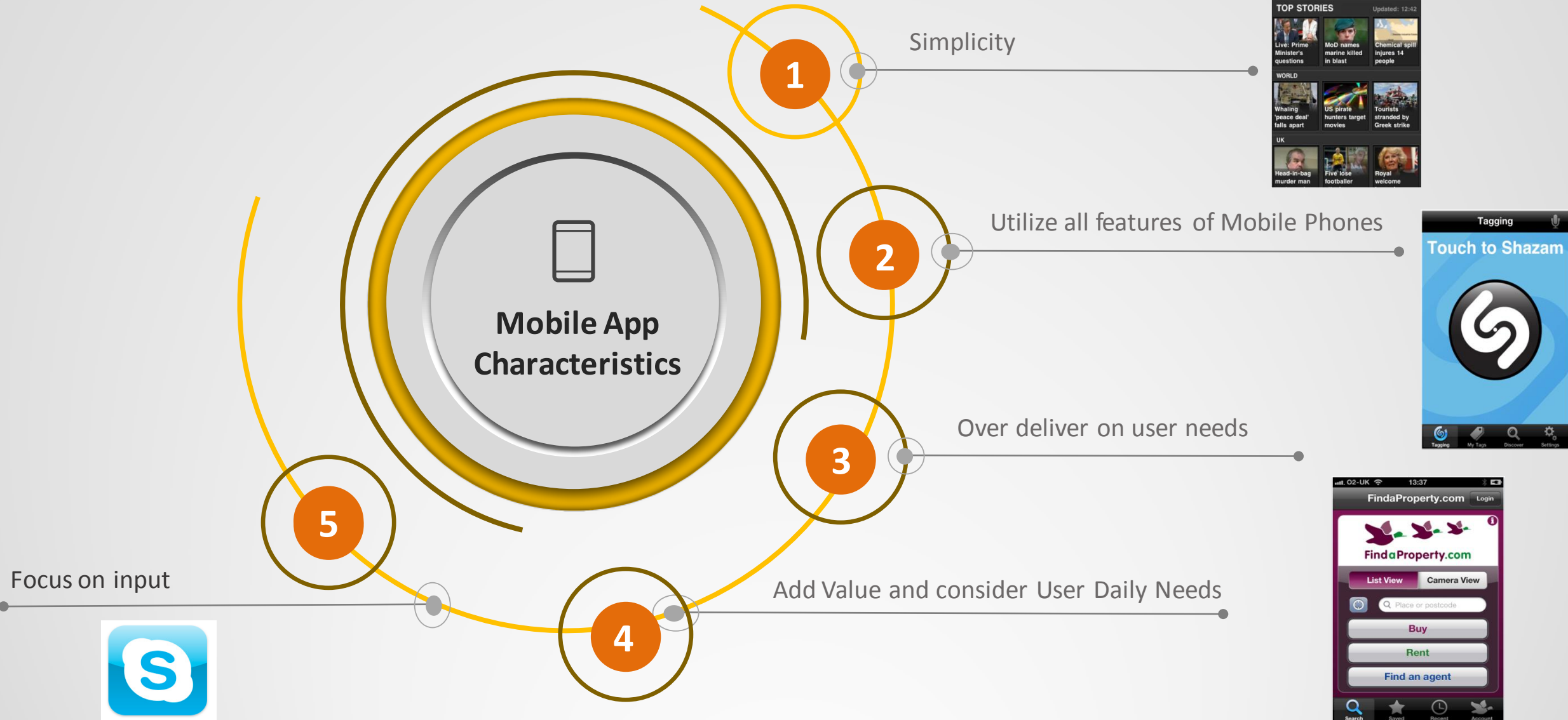


PLAN TO DEVELOP --- YOUR MOBILE APP

5 Characteristics of Innovative Mobile Apps

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PLANNING TO LAUNCH A MOBILE APP

Ideation

- What is your idea
- How does it work
- Is there a market?
- How do you make money?



Determine

- Determine what you should build
- Really Get your idea out of your head
- Build your idea's blueprint
- Determine how you offer it

Prototype

- The idea is to put out something that represents the core value of your app or that solves the core problem of your customers.
- Share this with your network and see their response. Are people excited to use it? Do they actually feel their needs or problems are resolved by using your product? Is it easy to use?
- This process will get you far more ahead and will shorten the Time-To-Market than those companies that do not follow the Prototype phase!



Build A Minimum Viable Product

- Start with Specifications Document
- Usage goals clearly defined
- Visualization of Use-Case workflows
- Foundation for UI/UX and for designs
- Select carefully Development Team



Solution

LAUNCH your APP !



BRAND SUCCESSFULLY

IS ALL ABOUT BRANDING!

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- Branding can make all the difference! Can turn your idea into success
- Branding begins the day you put your mobile app into production.



GLOBALIZE YOUR MOBILE APP

TAKING A MOBILE APP INTERNATIONALLY

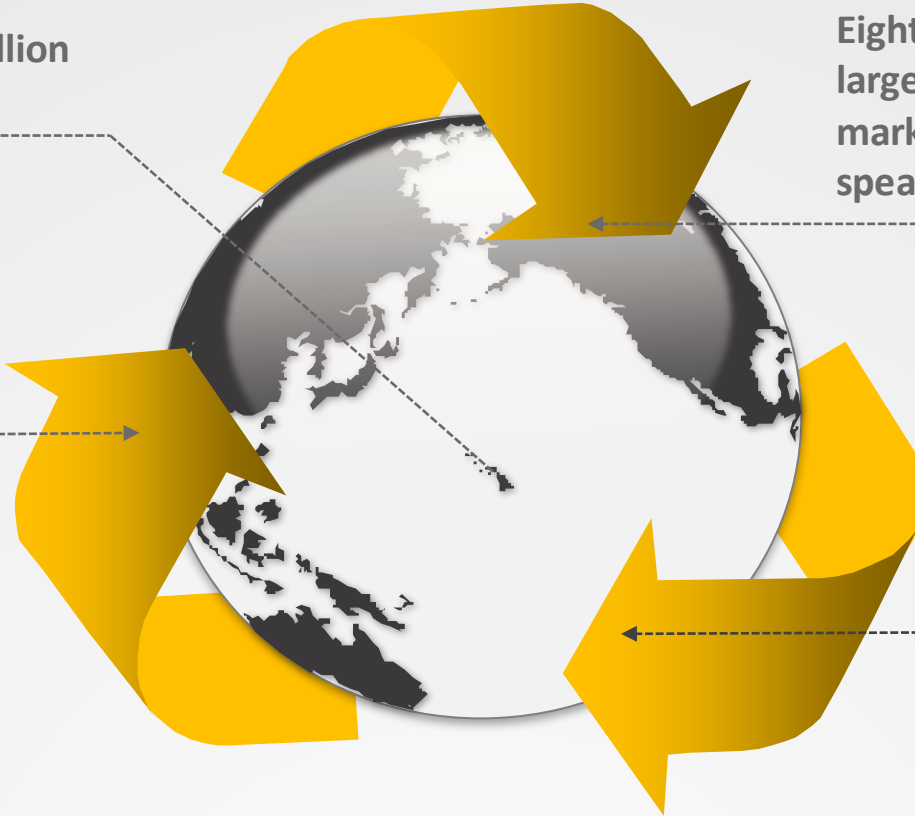
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In 2013, Apple's App Store and Google's Android Market achieved a combined 40 billion downloads.

Eight out of the top 10 largest iPhone and Android markets are not English-speaking

China leads the world's smartphone market

Taking your app international is no longer just another nice-to-have strategy, but a must-do



SUCCESS FULLY ON TARGET

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Start Small

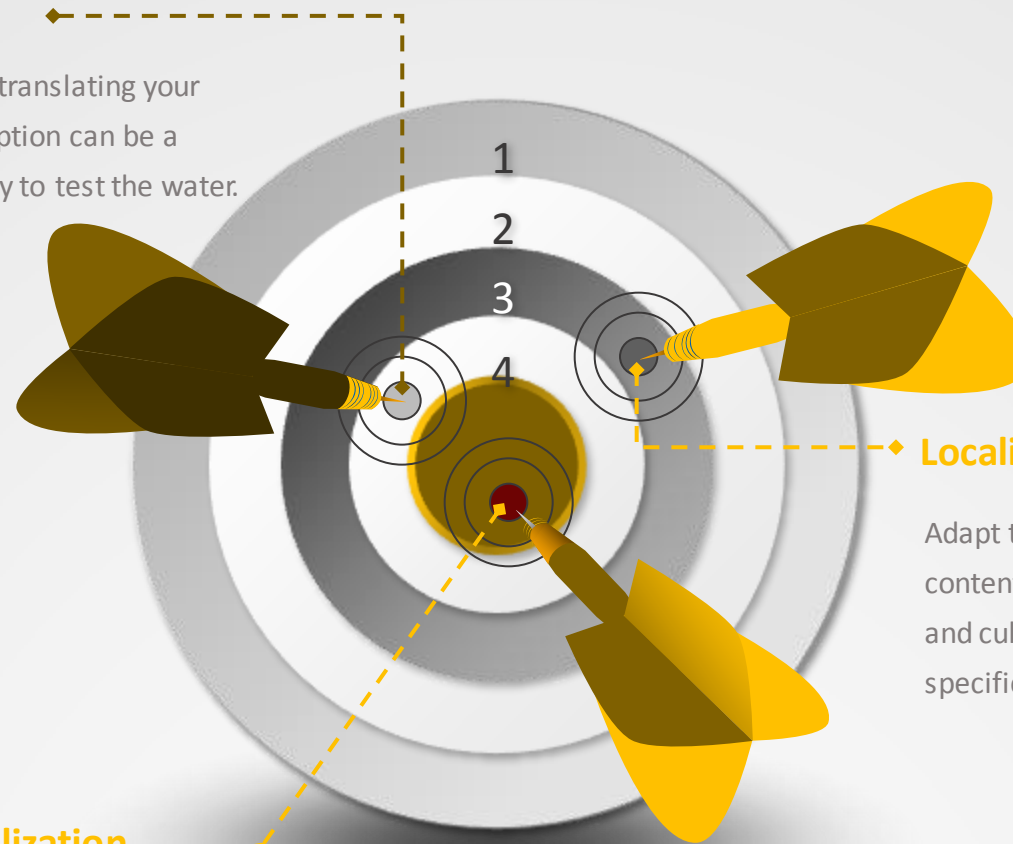
Test Drive: Simply translating your app market description can be a quick and dirty way to test the water.

Localize Your App

Adapt the mobile application content to meet the language and cultural requirements of a specific target market.

Internationalization

Internationalization is the design and development of a mobile app that enables easy localization for target audiences that vary in culture, region or language.



ABOUT ASCEND

About Ascend International

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Brainstorm

You have decided to expand internationally but you don't know where to start and how to do it. Ascend International can guide you through the process, estimate your capacity to expand and create a plan for you!

International Go-To-Market

Ascend International personalize the Go-to-Market Strategy for your company. We have the methodology to select the target-country, conduct market research, target the right customers, create international operations and adapt to target country's culture!

Crowdfunding

During the economic crisis, more and more companies aim international markets. In most cases they lack the funds to do it right. Ascend International innovates and raise funds through crowdfunding!

Best Distributor

There is a high risk to expand internationally. The safest way to expand is to find the right distributors for your product and services. But it is difficult to identify the right Distributor. Our methodology and network of people is impeccable.

THANK YOU
