



Newport Beach, CA

www.smilefish.com



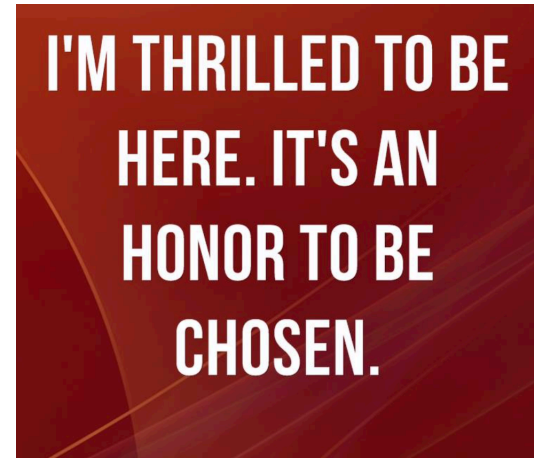
Association for
Computing Machinery



Lessons Learned Building and Selling a Mobile App Business

Ralf Brockhaus

Founder and CEO Smilefish



UCI Division of
Continuing Education

 **smilefish**
Mobile and Social Media Applications

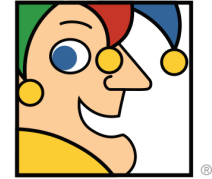
Agenda

- Agenda:
 - What does it mean to build a business?
 - Success factors
 - Be Bold and a little naïve!
 - Mobile and Social Media Applications
 - Development Process
 - From Mobile to Emerging Technologies
 - Mistakes
 - We made a lot of them – every day
 - 2 kinds of projects. Burn vs. Business
 - What's next? "Smilefish 2.0"





The Motley Fool
To Educate, Amuse & Enrich™



Motley Fool
Stock Advisor

5 kinds of stupid

– #1: Intelligence creep

- *Doctors are intelligent*
- *Somehow they transfer that into investing*
- *Doctors underperform in the stock market !!*
- *The same holds true for another profession – watch out ;-)*



Success factors:

- Parents
- ‘Right Moment’
- **UCI** Division of Continuing Education
- **EO** Entrepreneurs’ Organization
- **OCTANE** Fueling Innovation in the OC
- Smilebeacon platform
- Passion for Software, Agile, Business.



COMPANY PROFILE

Who We Are

- Smilefish is an innovative software development firm headquartered in Newport Beach, CA
- We build business-critical mobile & web applications and highly scalable, secure cloud infrastructure
- Our team has a passion for applying emerging technologies to real business solutions
- We work best with clients who have \$1.5 to \$20 million in annual revenue and measure us on their growth

Background

- 20+ years of professional software development
- Trusted relationships and dedication to client's success
- Hands-on experience in large variety of client and server technologies
- 15+ years teaching at UCI – access to excellent local resource pipeline



Partnerships

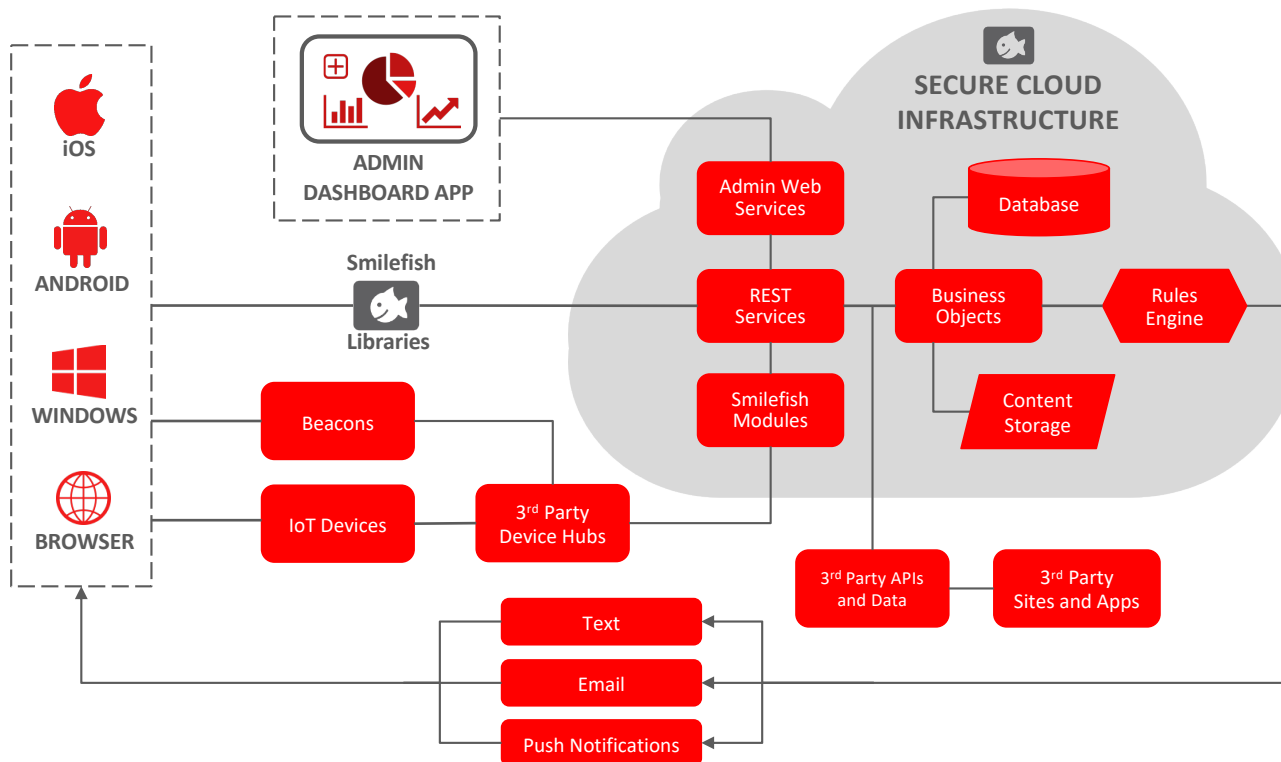




FEATURED CLIENTS

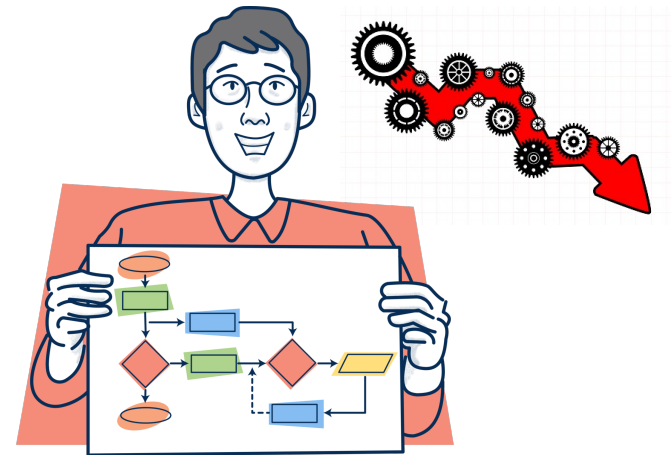


PLATFORM-AS-A-SERVICE



How to build a mobile application?

- Process:
 - Story (business goals, competitive analysis, user experience, launch)
 - NDA, POC, MVP, budgets and timelines
 - Mockups, flow, and narrative!
 - Data Model,
 - 3pt integrations
 - REST Services
 - iPhone, Android, Hybrid, Mobile Web?
 - Full design
 - Agile Implementation



CASE STUDY: Monte Carlo Resort and Casino



- Problem: Existing mobile website had major user drop off and hotel found it difficult to connect with the younger, mobile based generation.
- Solution: We implemented an engaging iOS and Android application allowing greater access for room booking, promotion for in-hotel amenities, and deep social integration.
- Value: The solution tripled mobile booking revenue as well as increased time spent by hotel residents in hotel restaurants, shows, and activities.

Hire a Product Manager / Sales and serve a vertical, build an POC/MVP, focus on RR

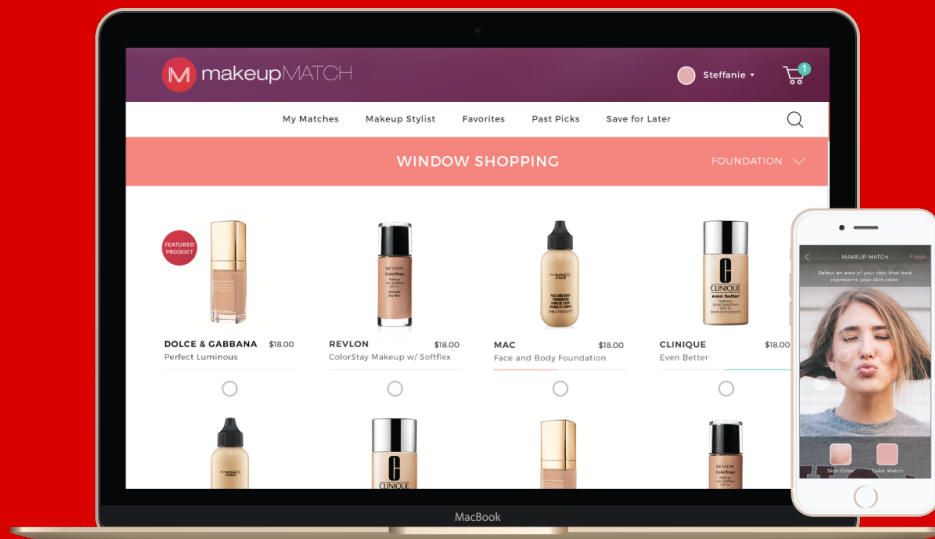
CASE STUDY: Vista Metals



- Problem: Vista Metals needed a real-time engine to track metals through their production, QA, storage, and delivery process.
- Solution: Smilefish delivered a QR and barcode scanning mobile application and cloud based solution.
- Value: The environment drastically reduced the need for paper tracking, material misplacement, and provided real time data and analytics allowing Vista to make better-informed decisions.

Identify vertical, engage a PM, identify the business need

CASE STUDY: Hart and Beauty



- Problem: The cosmetic industry does not provide a consistent method to match individual skin types to tailored beauty products.
- Solution: Smilefish developed a mobile application with Facial and skin tone recognition alongside a desktop and mobile e-commerce marketplace.
- Value: Users can now use the mobile app to scan their skin type and get recommendations on products through an Amazon affiliated network of manufacturers.

Understand all stakeholders - serve, be humble – (shut up!!)

CASE STUDY: Infant Screening Screening Specialists



- Problem: IHSS lacked a mobile friendly solution to automate hearing test execution through its mobile workforce and report back to the state.
- Solution: Smilefish provided a cloud based application to schedule hearing tests, collect and classify the data results, report data to the state of CA, and execute medical billing.
- Value: Removed all need for double data entry, increased data correctness, automated reporting to the state, and doubled the number of hearing tests executed without increasing workforce.

Talk to the CEO – identify business KPIs – get quotes when business is hot.

CASE STUDY: Beacon Healthcare Systems



- Problem: Beacon Healthcare Systems needed help in quickly replacing an off-shore development team.
- Solution: Smilefish engaged our local team to assess code base and took over product development for 2 of BHS's healthcare products
- Value: Development continued without disruption to the business. Products were completed within set timeframe and budget.

Really explain UCI – people will still misunderstand.

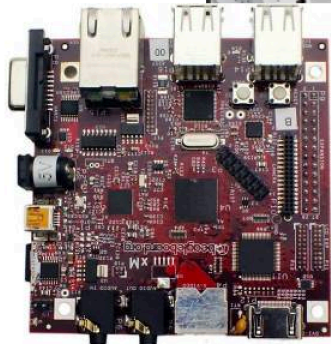
CASE STUDY: Airstrip



- Problem: Airstrip developed two very successful products for iOS and Android. Hospitals that standardized on Microsoft partnership were not able to adopt the solution.
- Solution: Smilefish collaborated with Microsoft and Intel on porting the applications following Microsoft Surface guidelines
- Value: The application design was approved within 3 weeks and implemented within time and budget.

Think out of the box – MS & Intel vs. Apple & Google

CASE STUDY: Welding Robot IoT Project



MK PRODUCTS INC. - TIG WELDING. ORBITAL PRODUCT LINE

CobraTig-150
 The **CobraTig 150** is a portable, light weight orbital welding power source with digital controller that is the perfect solution for construction or rugged environments.

RELATED LINKS
 Orbital Tube Welding Equipment: TIG tube welders, Orbital power supplies, CopperHeads and DiamondBack weldheads.

PRODUCT APPLICATION

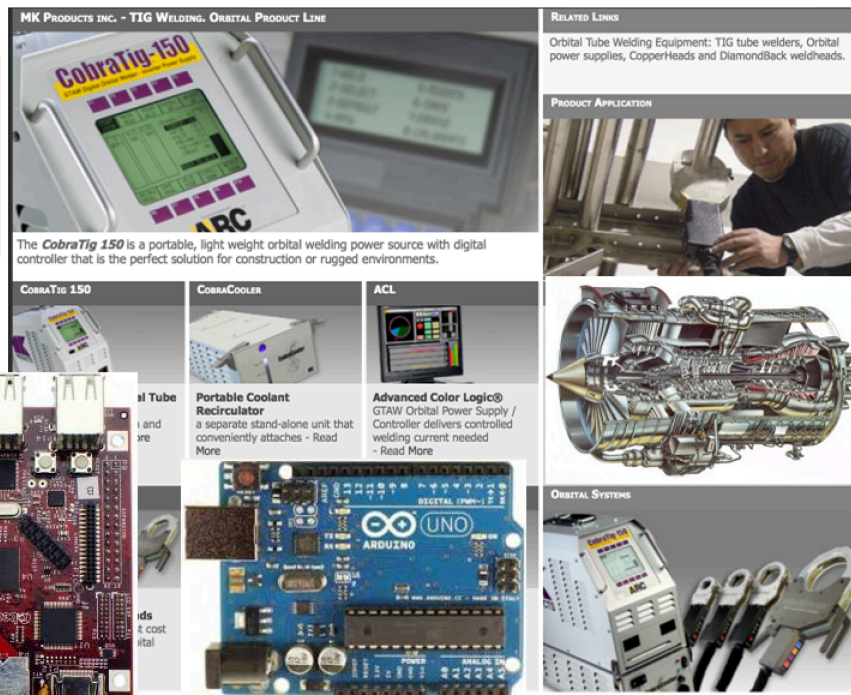
CobraTig 150 **CobraCOOLER** **ACL**

Orbital Tube Welding
 i and re

Portable Coolant Recirculator
 a separate stand-alone unit that conveniently attaches - Read More

Advanced Color Logic® GTAW Orbital Power Supply / Controller
 delivers controlled welding current needed - Read More

ORBITAL SYSTEMS



Invest my own money if I see an opportunity. Up or Down!

CASE STUDY: Digital Marketing - Beacon – Coupon – Wallet



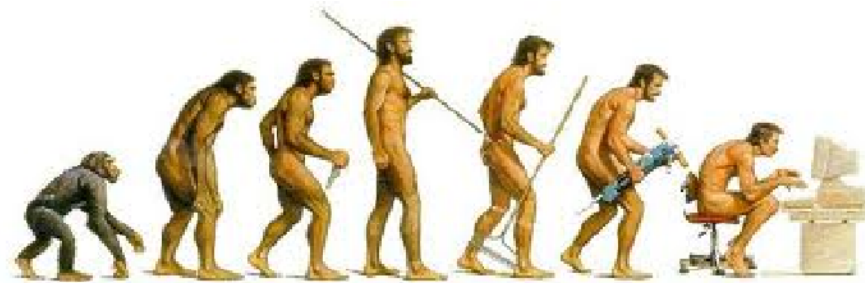


Think different.™



Mindit Muncie

Mobile Development



Evolution: Punch Card, Keyboard, Mouse, Touch, Chat, Voice, Ambient Computing, Augmented/Virtual Reality



Google Home
Voice-activated speaker



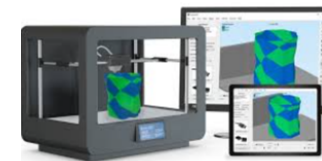
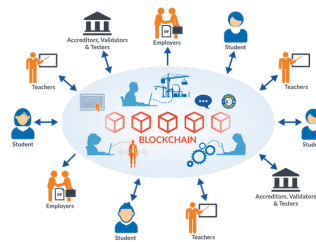
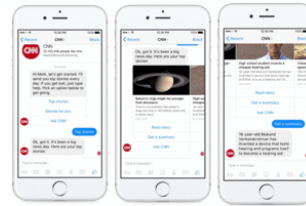


Think different.™



Mindit Muncie

Emerging Technology



Selling a Business

- Build a business with M&A in mind!
 - Contracts, IP, books, team, clients
- Don't do it alone
 - Attorneys, advisors, family
 - Liability
 - Financial planning
- Plan your next move
 - Get your wings back!!!
 - Non-compete, Cool-off
 - Network!





Machine Learning & Data Science

We make your data work harder and smarter.

Know More

Mail: hello@smilefish.com



Questions

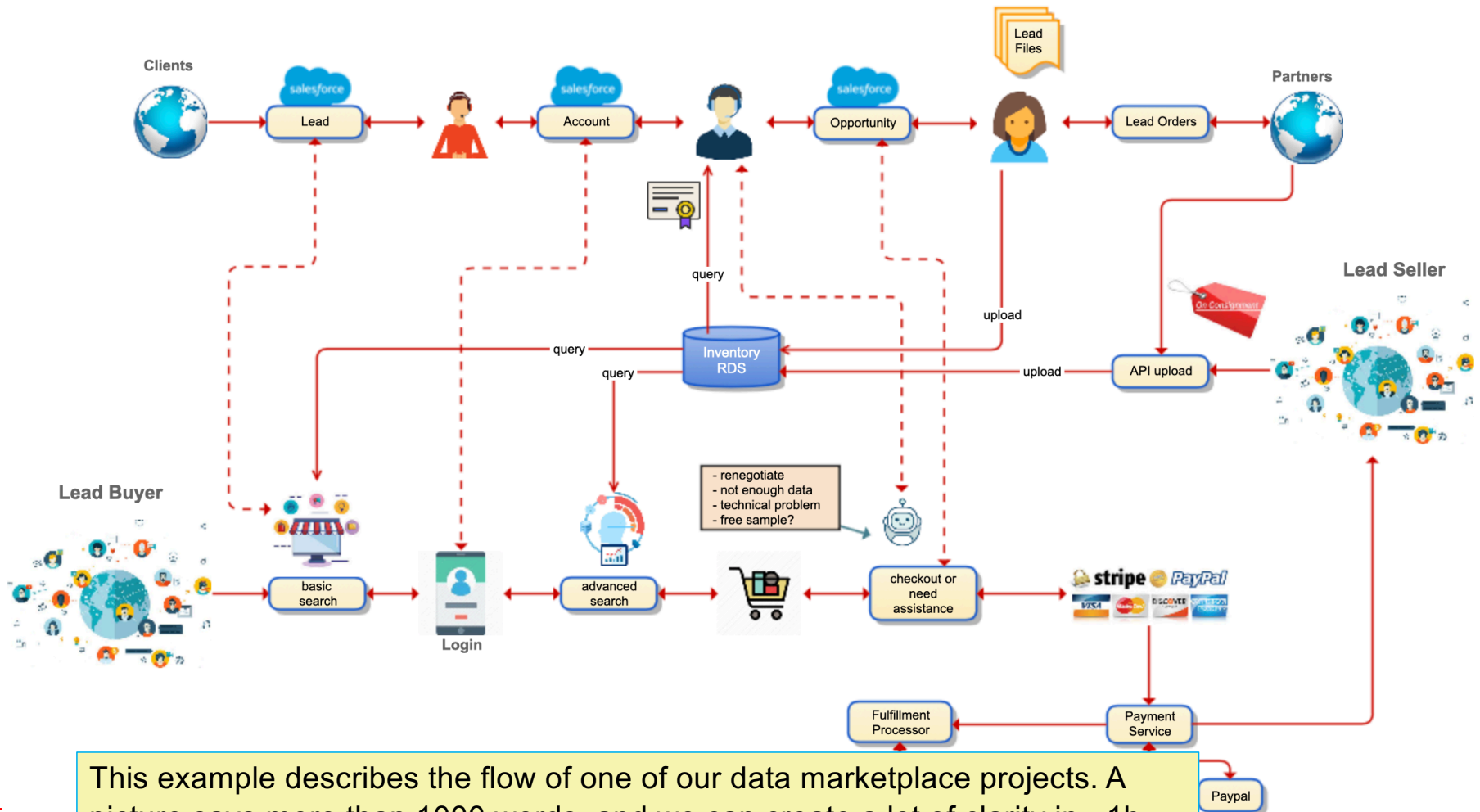


Backup Slides

What we do different in 'smilefish2.0'

- Optimize100x
 - Focus on data analytics to provide value fast
 - 101 reusable lightweight API integrations
 - Own the stack based on open source.
 - Focus on RR, retainers, business incentives
 - Identify the verticals and assign PM/Sales
 - Templated apps and out of the box solutions.
 - ReactJS admin template - (full responsive)
 - SEO optimized front templates – (mobile companion)
 - Mobile React Native
 - Build towards Machine Learning
-

Document the workflow and dataflow



This example describes the flow of one of our data marketplace projects. A picture says more than 1000 words, and we can create a lot of clarity in ~1h.

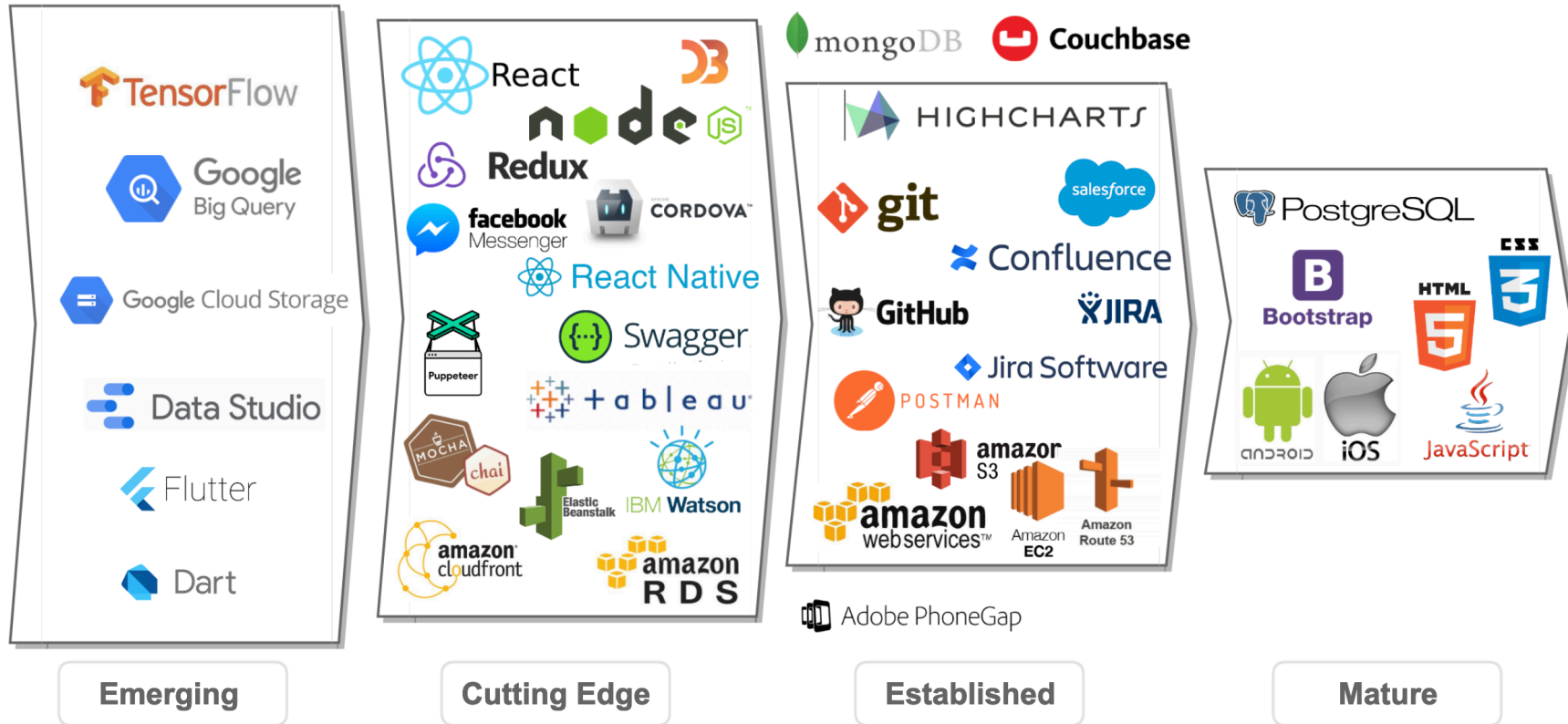
Analytics / Insights / Dashboards / Reports



Analytics and visualization add clarity and additional business value.

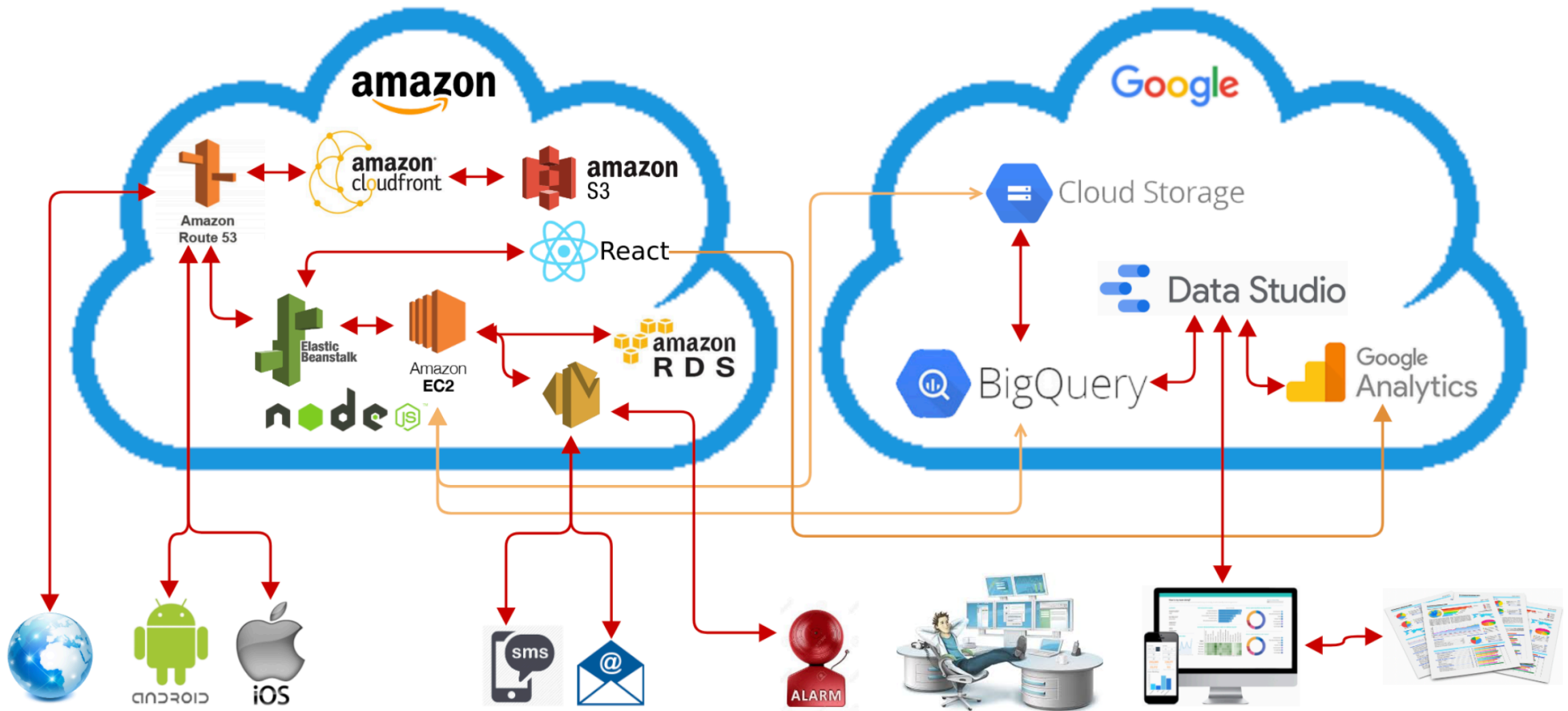
Technology Stack

cost-effective, scalable, secure, and future-proof



We own our technology stack. Everything is built 100% on open source. We can grant licenses at will.

Cloud Infrastructure



Optimize100x can be deployed in any cloud and most VMs.

Backup Slides

Mobile – x - Platform

Agenda

Cross Platform Development

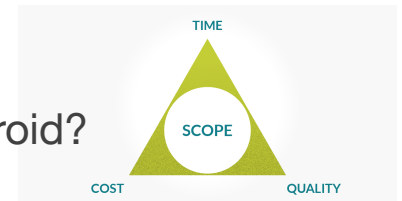
- Definitions
- Advantages and Challenges
- Examples
- Deep Dives
 - Cordova
 - Flutter
 - React Native
- Summary
- Assignments



Cross Platform Development - Problem Space

Business Questions

- What would be the cost reduction of having one code base for iOS and Android?
- Reach: Where is my user base?
 - iOS phone/tablet, Android phone/tablet, desktop (PC/Mac), watch, car, Alexa, Google Home, TV, play-stations
- Cost: What is my total cost per satisfied user?
 - Frontend development, backend development, maintenance, operations, content, marketing



Technical Questions

- What is cross-platform development?
- What is native development?
- Is responsive HTML5 cross platform development?
- What is the Hybrid model?
- Is support for Windows Phone, Desktop and Xbox considered cross platform?
- **Mobile cross platform means one code base to support at least iOS and Android.**

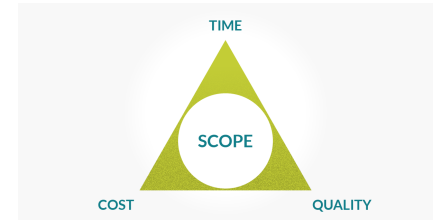
Environments



Definitions and Problem Space

Advantages

- One code base seems to reduce the cost.
- Might not need to hire and train two sets of experts.
- Might be able to utilize existing web development resources.
- Might be able to utilize web development assets and also save time.
- Smaller code base also might mean smaller maintenance and operations.



Challenges for Responsive Web

- No offline-support and limited access to phone (hardware and OS) capabilities.

Possible Disadvantage

- It's not easy to get the full iOS and Android feeling.
- We might get an 80% solution with an exponential 20% challenge.
- Might need to re-tool once we compete with native iOS/Android applications.
- Are web development resources really able to handle a cross-platform dev environment?

