

# The Mobile **Revolution**

FOR SMALL BUSINESSES



BiznessAPPS



# The Mobile Industry is **Exploding**

According to **StatCounter**, the internet usage by mobile and tablet devices exceeded desktop worldwide for the first time in late 2016. Mobile and tablet devices accounted for 51.3% of Internet usage worldwide, compared to 48.7% by desktop.



Global mobile shipments also broke the billion barrier last year, with the forecast of an to 1.7 billion mobile shipments in 2017. Out of 318

million Americans, 111 million are on their phone and check them on a regular basis. More specifically, It is estimated that we spend 177 minutes (nearly one-fifth of our waking day) on our phones daily, checking them for updates around 150 times. These figures represent an audience of potential customers that are primed for businesses to make a mobile connection.



Evidently the mobile industry is booming, but even more important is that mobile apps are completely dominating the arena:

✓ Apps command 86% of the average time spent on mobile

✓ This time spent on apps equates to 2hrs 19 mins per day

✓ Time on mobile web is decreasing to an average of 22 mins/day

✓ 52% of all time spent on digital media counts for mobile apps





This “mobile revolution” is transforming our everyday lives and the brands we touch. Mobile devices are putting power back in the hands of the customer. This transformation in business-consumer interaction has brought about compelling market opportunities, as well as some impressive stats:



The mobile app market is predicted to grow **270%** to **\$189 billion** by 2020

The mobile app industry is forecast for over **270 billion** downloads in 2017

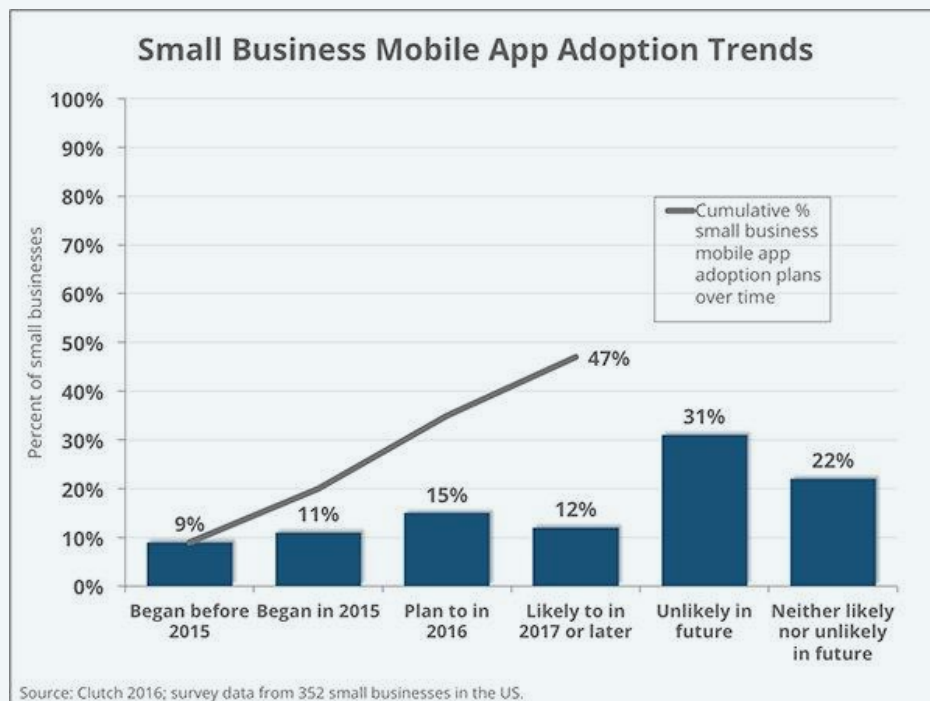
The App Store will hit **5 million** apps by 2020, more than doubling its current size



Mobile Apps  
are in **High**  
Demand



The demand for mobile apps has actually never been higher! According to recent data, **nearly half of small businesses** are expected to adopt a mobile app by 2017.



*So what has spurred this exponential growth in app demand?*

The data suggests small businesses are building apps to **increase sales (55%), improve customer experience (50%) and to become competitors in a specific market (50%)**. According to Smallbiztrends.com, “apps are no longer a mere branding exercise for small businesses. From simplifying online purchases to providing easy-to-access information, apps provide countless benefits for small business owners.”



Both the iOS and Android platforms are projected to grow substantially by 2020, and as mobile technology continues to unfold, it is crucial for companies of all sizes to get involved in mobile sooner rather than later.



History is  
**Repeating**  
Itself



**Flashback to 1991:** the first ever website was published. This first website marked the beginning of what would become a digital revolution. It took almost a decade to catch on, but by the 2000s, the internet was defined by websites. This was the era of the dot-com boom, ushering people into a new age of online entertainment and social media.

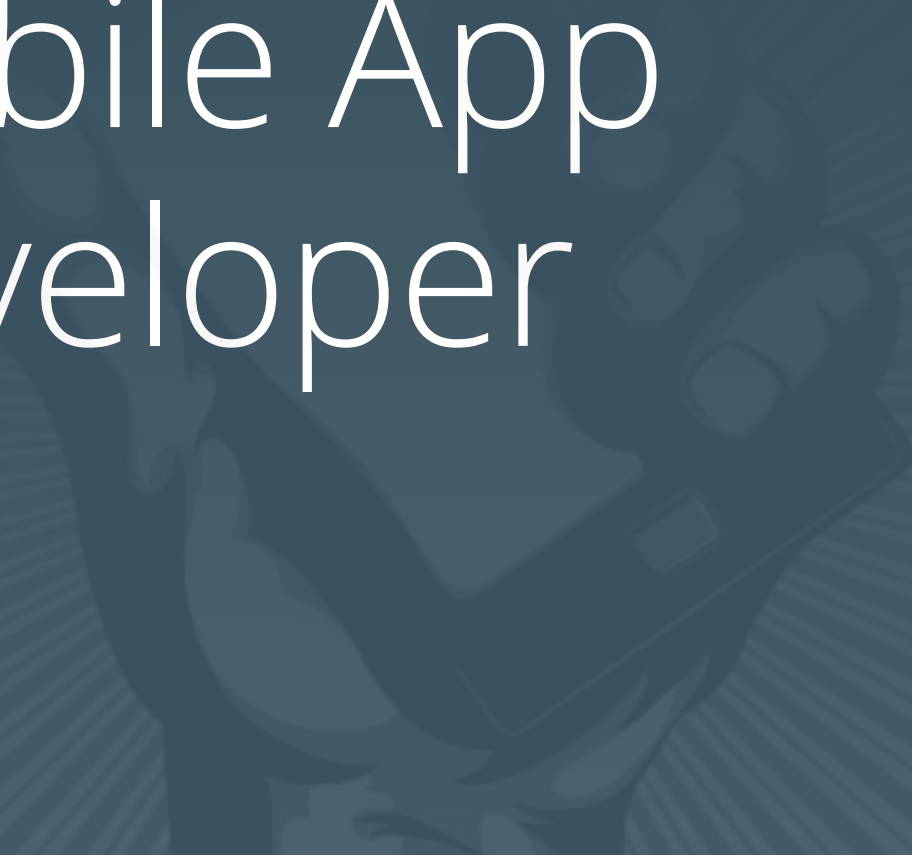


**Today,** almost three decades after the publication of the first website, web design has established itself as an irreplaceable component of every good marketing strategy. We cannot imagine a world without websites anymore, but it took a very long time for businesses to see the value of this new technological tool.



In a way, history is repeating itself with a new digital revolution in the making. And while the web revolution took more than a decade to catch on, **mobile is skyrocketing to the top in a matter of years.**

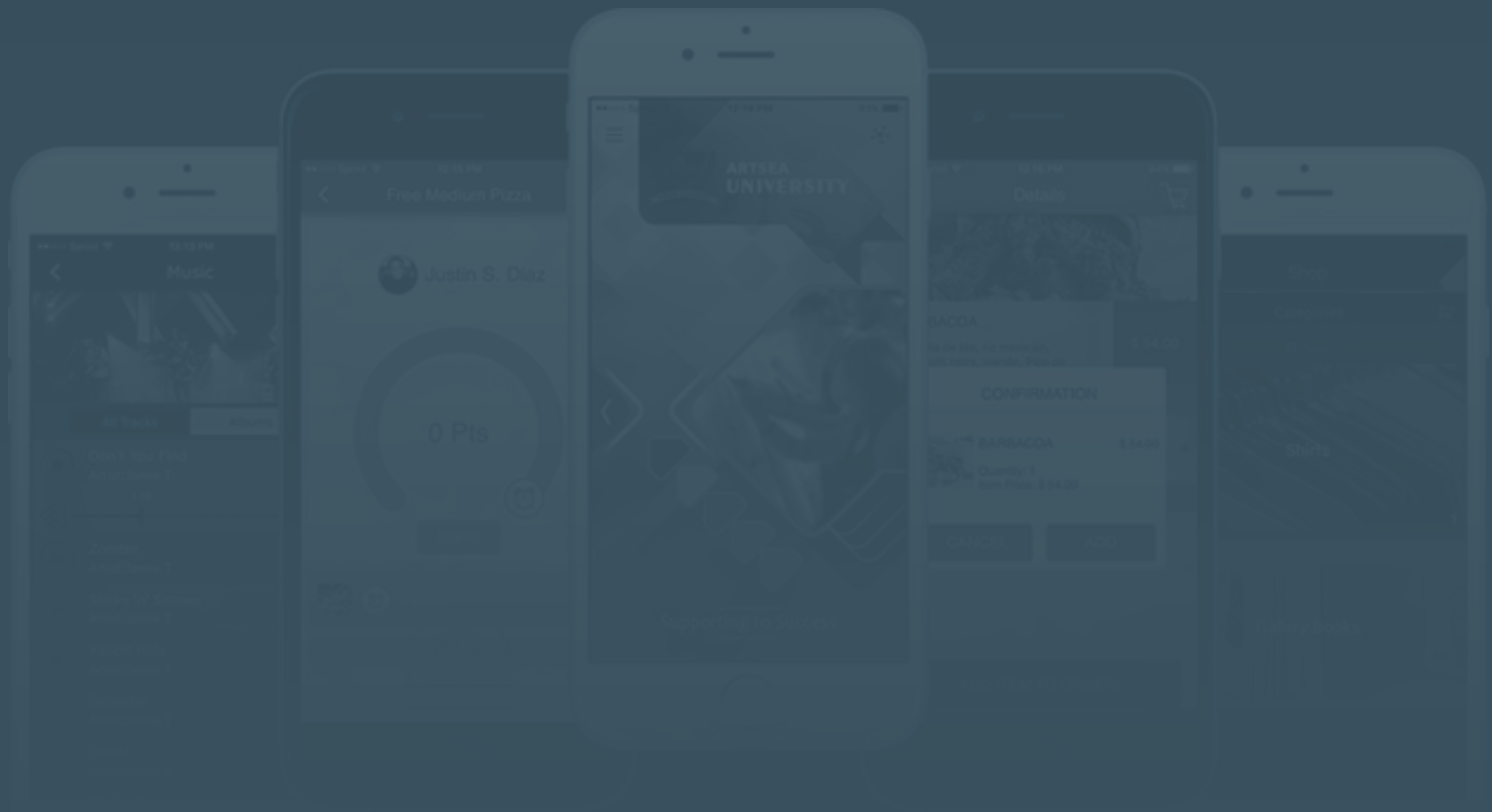
Join the  
**Revolution:**  
Become a  
Mobile App  
Developer

A faint, stylized illustration of a hand holding a smartphone is visible in the background, positioned behind the text. Radiating lines emanate from the phone, suggesting a signal or connectivity. The entire image has a dark blue, textured background.



The mobile app industry is exploding and with the value of the app market being somewhere north of **\$60 billion**, who wouldn't be tempted to jump in?

CNN named "Mobile App Developer" the **best job in America**. With an average pay of \$97,100 and a 19% 10-year job growth, being a mobile app developer is a highly lucrative career. As CNN states, "they aren't necessarily saving the world, but mobile app developers get to create something that can reach millions of people on a daily basis". This translates into a growing demand for developers who can build desirable apps. You too can join this mobile revolution!



# A Story of Mobile App **Success**

**Michael Barnett**, Founder & CEO of Your Phone App, took the leap into the mobile app industry in 2014.

**He says:**

*"I was making pretty decent money, but I was sick of working for other people. I was 41 years old, and I'd always wanted to own my own business – it was just a matter of what the business would do".*



Now Michael helps small businesses by building mobile apps that will aid them in growing their own business. In just two years, Michael established himself as a successful mobile app reseller, with 127 apps sold since 2015.



Out of all the business opportunities out there, Michael decided to start a mobile app company.

### Why?

**According to Michael:** *“My father owned a dry cleaning business for 38 years – I know how tough it is for small businesses to interact with their customers, and I think apps solve that problem. That’s why I got into this industry in a nutshell. I don’t think any product in the world engages customers as well as an app... You make it affordable for that to happen.”*



You can find the full interview with Michael Barnett here:

<https://www.biznessapps.com/blog/bizness-apps-reseller-success-story-michael-barnett/>



# Learn More About **Bizness Apps**

Bizness Apps was founded in 2009 with the goal of helping small businesses compete with national mega-brands. The CEO of Bizness Apps, Andrew Gazdecki, observed that big brands with large IT budgets were stealing customers away from local businesses by connecting with them over mobile technologies. His solution was straightforward: “I wanted to find a way to simplify, speed up, and lower the cost of deploying these technologies so small businesses could enter this playing field too.”

More of a visual learner? Watch [\*\*this video\*\*](#) from the CEO himself, as he talks about the rise of mobile apps and selecting the right mobile app partner.