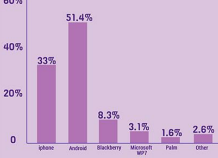




WHY ANDROID FIRST DEVELOPMENT MAKES SENSE

Why Start With Android?



Looking at the market, Android users vastly outnumber iPhone users, and that trend isn't going anywhere.

Android still controls the majority of the market.

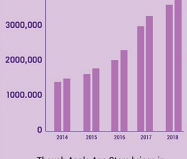
New Apps Released by Year

iOS App Store and Google Play Worldwide²

The repercussions of the Apple App Store's strict approval policy were beginning to show in 2017. Google Play had more than double the number of new apps.



Number of available applications in the Google Play Store from December 2014 to June 2018³



Total number of Android apps on Google Play

3.6 MILLION

as of 2018

Though Apple App Store brings in **75%** more aggregate revenue than Google Play and is the most lucrative target for developers, there are still good reasons that an Android-first strategy makes sense.

R&D, But You Make Money



Android-first makes sense for one big reason: rapid iteration. Publishing on the Google Play store takes about 2 hours. On the app store, publishing takes 4-5, often more, and Apple still has the final approval.

For our Pocket Buddy release, we launched on Android first because it kept us lean and it helped us learn. By launching on Android for our soft release, we could acquire

- Real users
- Learn from them
- Implement the feedback quickly

The flexibility of the Android environment let us iterate far more easily than on iOS

User Acquisition Costs

COST OF USER ACQUISITION⁴

The cost of customer acquisition is generally higher on the iOS platform than on Android. It is also more costly for the financial sector to earn customers than for gaming and e-commerce.



For our Pocket Buddy release, user acquisition was **59%** cheaper on Android than iOS. So we could afford to acquire a group of users during our test phase, giving us real data to validate the app:

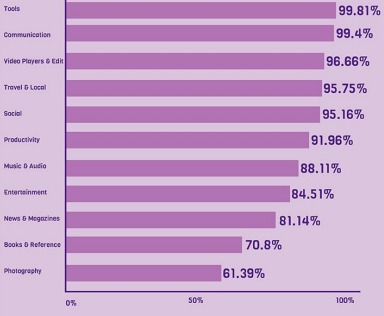
- Who exactly our target user was
- How they use the app
- Why they use the app
- What they wanted from it

Our target users were mobile gamers and cannabis enthusiasts —mostly on Android. Hence we didn't miss the majority of our target audience.

When we did launch on iOS, we had the intel to target our advertising effectively, instead of just wasting money.



Most popular Android app categories in 2017 by percentage of Android users worldwide⁵



<https://www.rootstrap.com/>
 455 West 23rd Street, Suite 1B New York, NY 10011
 (212) 234-0814

Sources
 1. <http://static.businessinsider.com/image/4da8b89a49e2ae9f77320000-915/most-participants-own-android-phones-most-of-the-rest-own-iphones-relative-to-recent-market-share-figures-android-and-iphone-seem-a-bit-over-represented-and-blackberry-under-represented.jpg>
 2. <https://www.androidpolice.com/2018/04/05/interesting-stats-google-play-store-vs-apple-app-store-apps-development/>
 3. <http://www.businessofapps.com/data/app-statistics/>
 4. <https://www.slideshare.net/ssuserf0a14c/mobile-advertising-user-acquisition-in-china>
 5. <https://www.statista.com/statistics/200855/favourite-smartphone-app-categories-by-share-of-smartphone-users/>