

Monetizing Facebook Applications

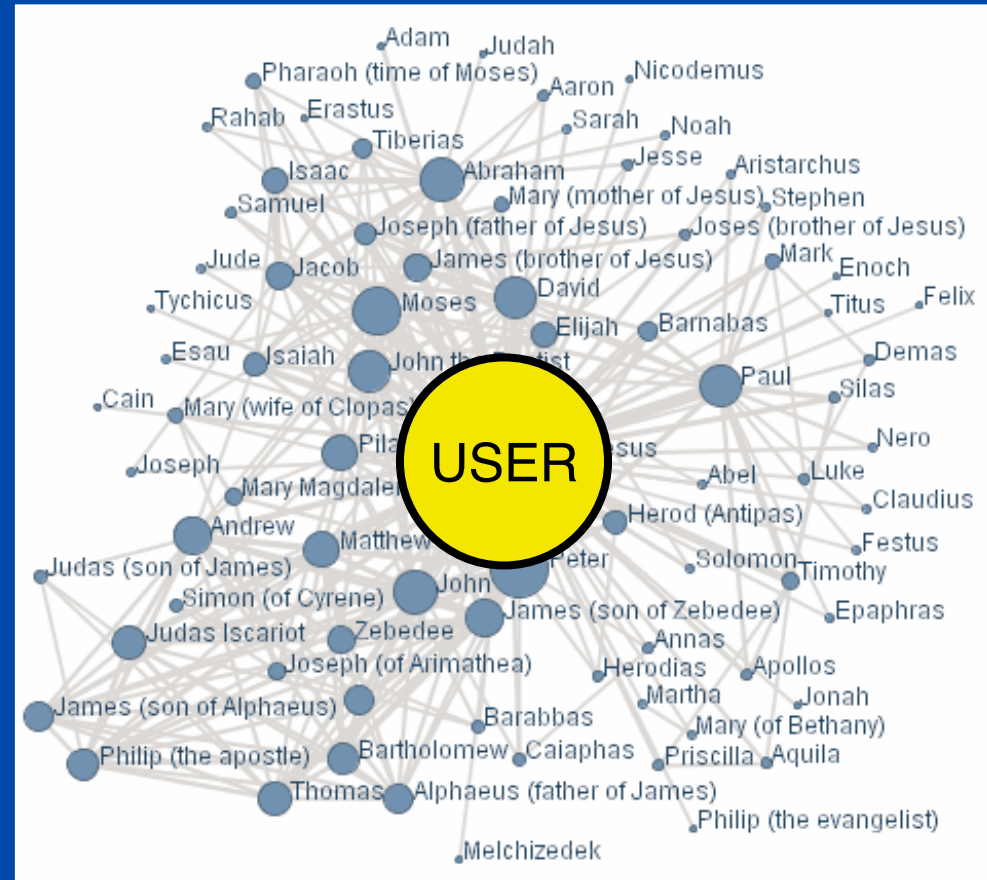
Iqram Magdon-Ismael
magdon@ticketleap.com
215-908-8942

Topics I Will Cover

- Social Graph
- Social Business Opportunity
- Ways To Generate Revenue
- Evaluating Your Market
- Ticketing Business Model
- Utilizing The Social Graph

The Social Graph

- “An online network of real connections through which people share information collectively”



A Social Business Opportunity



- 60 million users interact on Facebook
- Access Facebook User's Interactions

Ways To Generate Money

- Ad Based (most popular)
- Transaction Based
- Subscription Based

Evaluate Your Market

- How many people need my application?
- Are people willing to pay to use my application?

Assess The Answers

- People don't need your application and people won't pay for it
- People need it, but they are not willing to pay for it
- People need it, and they are willing to pay for it

Ad Based Example

- 10c / click, 50% daily actives, 5% click an ad / day
- 1.4 million users to make \$100,000 a month
- This type of application depends on daily active users

The Ticketing Application Business Model

- Transaction based
- \$1 for tickets < \$30 and 10% of the ticket price for tickets \geq \$30
- Event organizer determines who pays the convenience fee
- 5000 evts * 20 tcks / evt = \$100,000
- **60,000 Users**

Utilizing The Social Graph

- Spread your application virally, but organically
- Does this Facebook user want me to inform all his friends about this?
- Does this Facebook user have total control of what he shares with his friends?

Recap

- Take advantage of the Social Business Opportunity
- Decide what your revenue model will be
- Evaluate your market to see if it is worth acting on your business idea
- Utilize the Social Graph

Questions?