



GROW APP

      GRUPA HEUREKA

How much money can
you make on nonsense?

iBeer



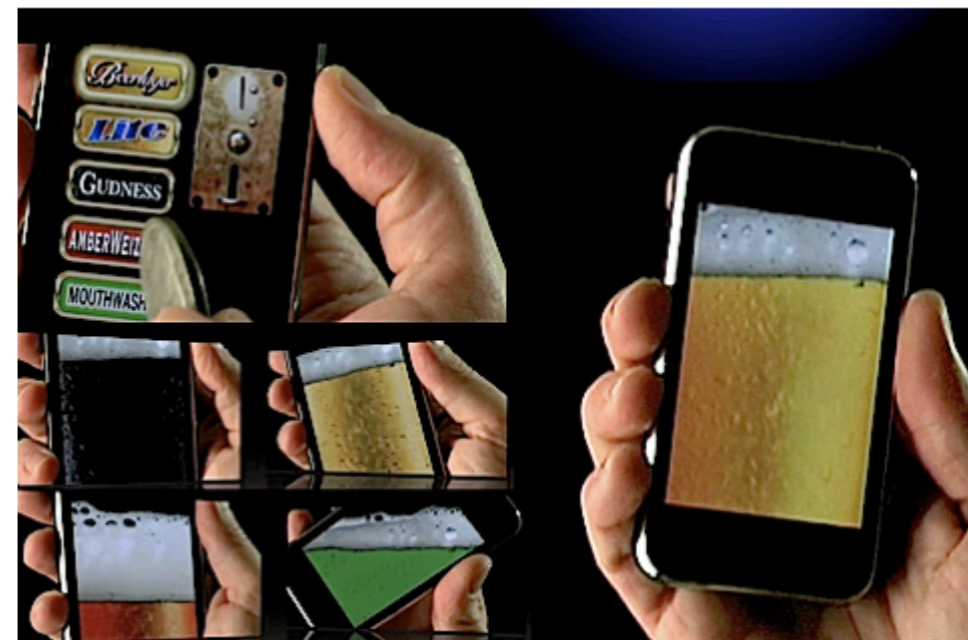
Virtual beer glass



iBeer



- Best iPhone add-on – CNN & NYT
- Must-have iPhone app – Fortune & Time
- Top 10 iPod touch App – Newsweek
- iTunes Bestseller 2008 – Apple Charts
- 3 000 000+ downloads



Toca Hair Salon



□ Hair salon simulator



Toca Hair Salon



- 1,8 M downloads
- NAPPA Gold Medal Virtual Category 2011
- Children's Technology Review Editor's Choice



UFO on Tape



- Film the UFO as long as possible
- Don't piss off the lady

UFO on Tape

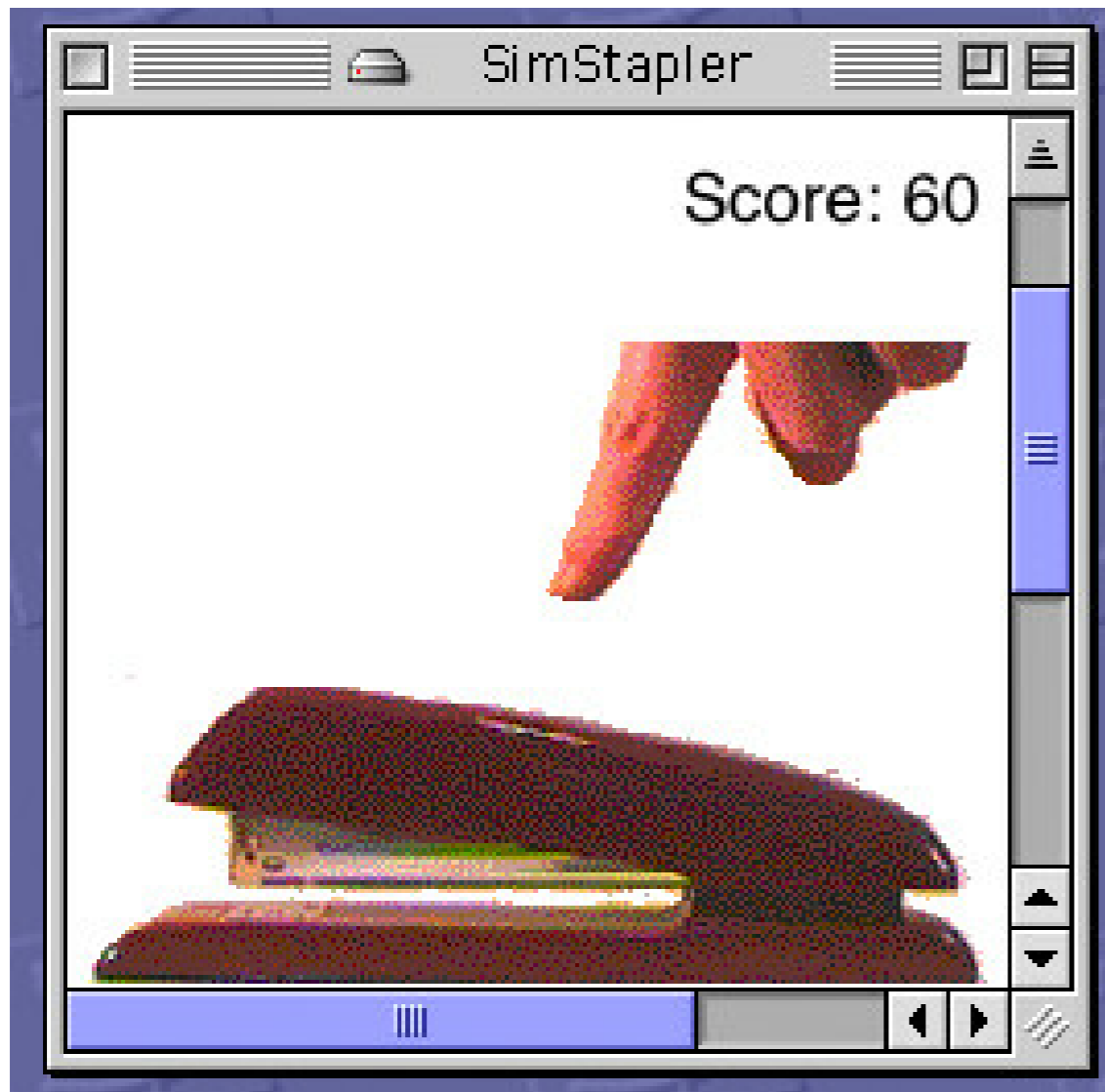


- Top 50 games in more than 100 countries
- Featured on iTunes: New & Noteworthy, GameCenter, Essential Games, Staff Favorite



SimStapler

- Touch the stapler
- Staple! :)

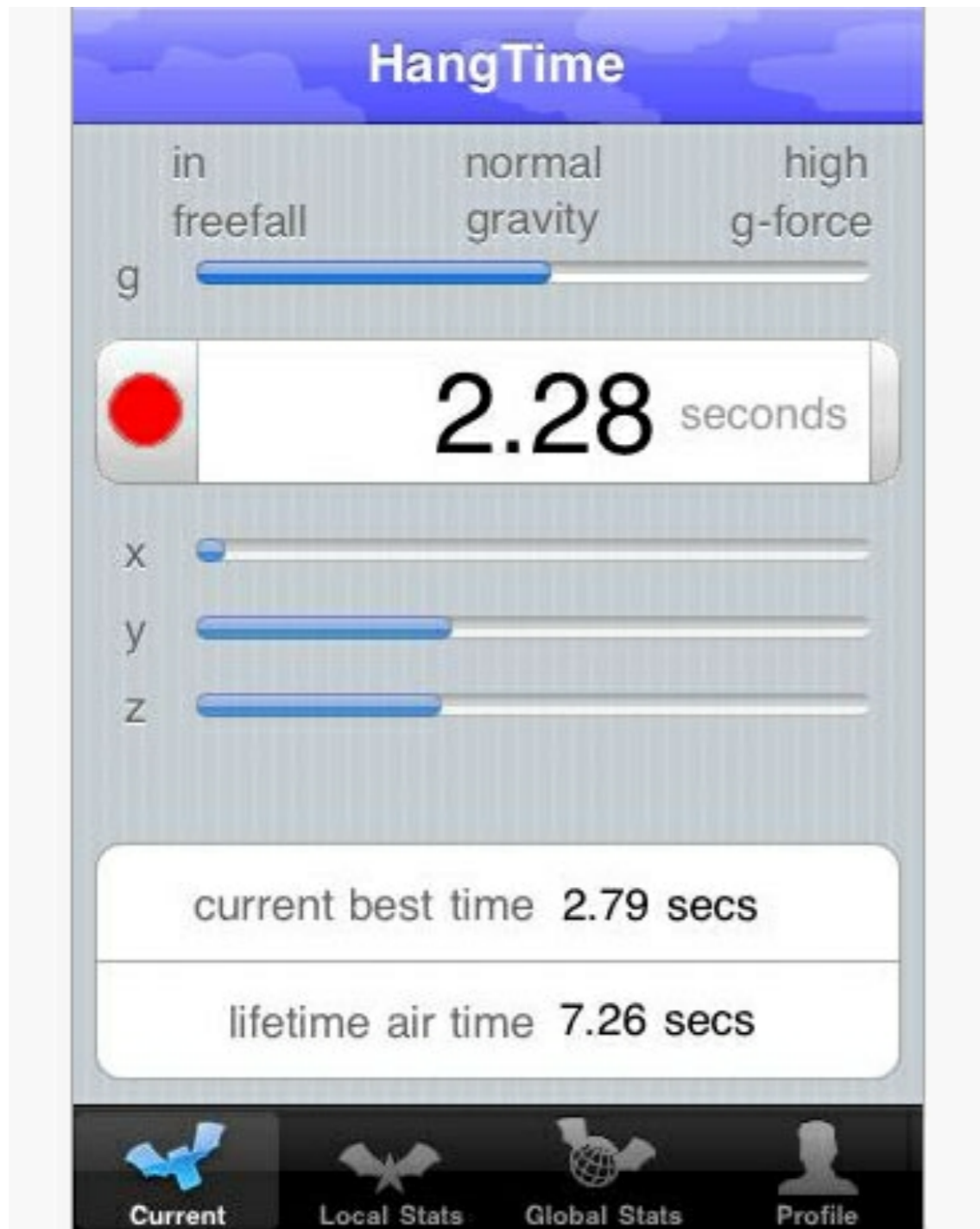


SimStapler

- Over 2 800 000 downloads!
- Not updated since... 2008! Still being downloaded! (6000 downloads this year)



HangTime



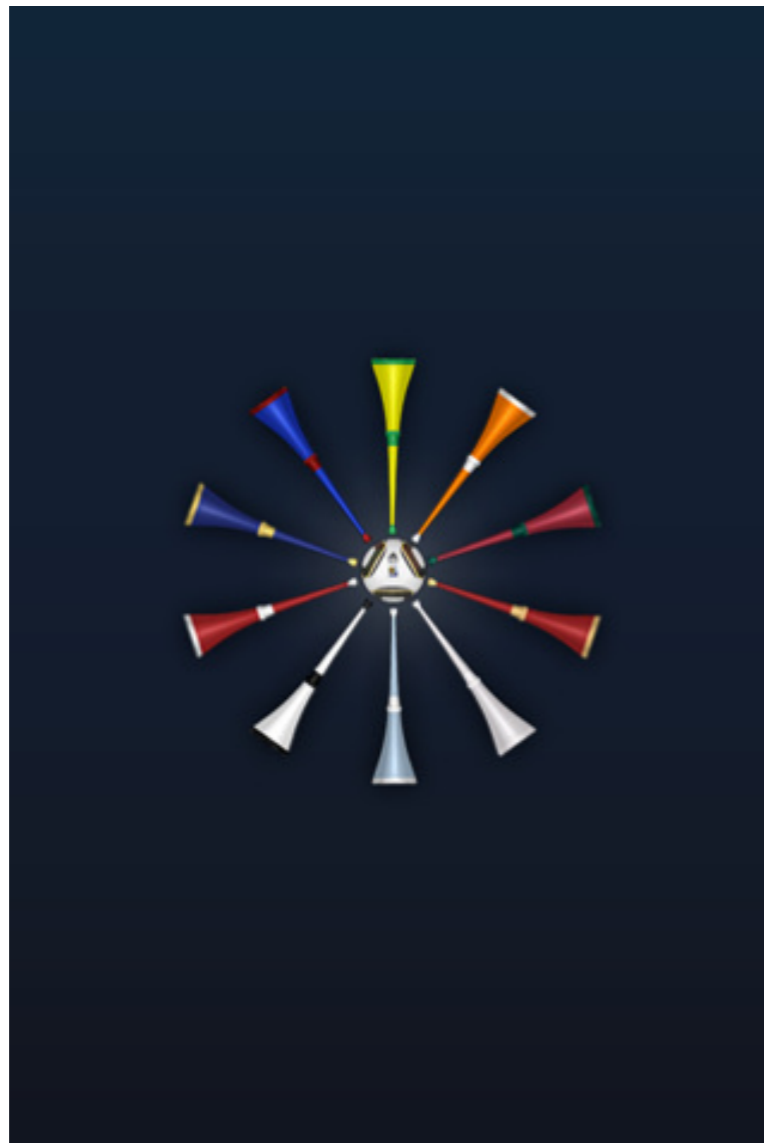
- How high and far can you... **THROW YOUR IPHONE** (awww!)
- Doesn't come with money back ;)
- Over 2000 downloads

They changed the description after first months

“WARNING: Whatever you do, do not THROW YOUR PHONE IN THE AIR. It would definitely be a bad idea, no matter how much fun it is. Sure, this app works well for that, too, but it's a bad idea. Throwing phone, bad. Effective, but bad. Awesome, but bad.”

Is it really a nonsense?

Vuvuzela



- Vuvuzela on iPhone
- Soccer

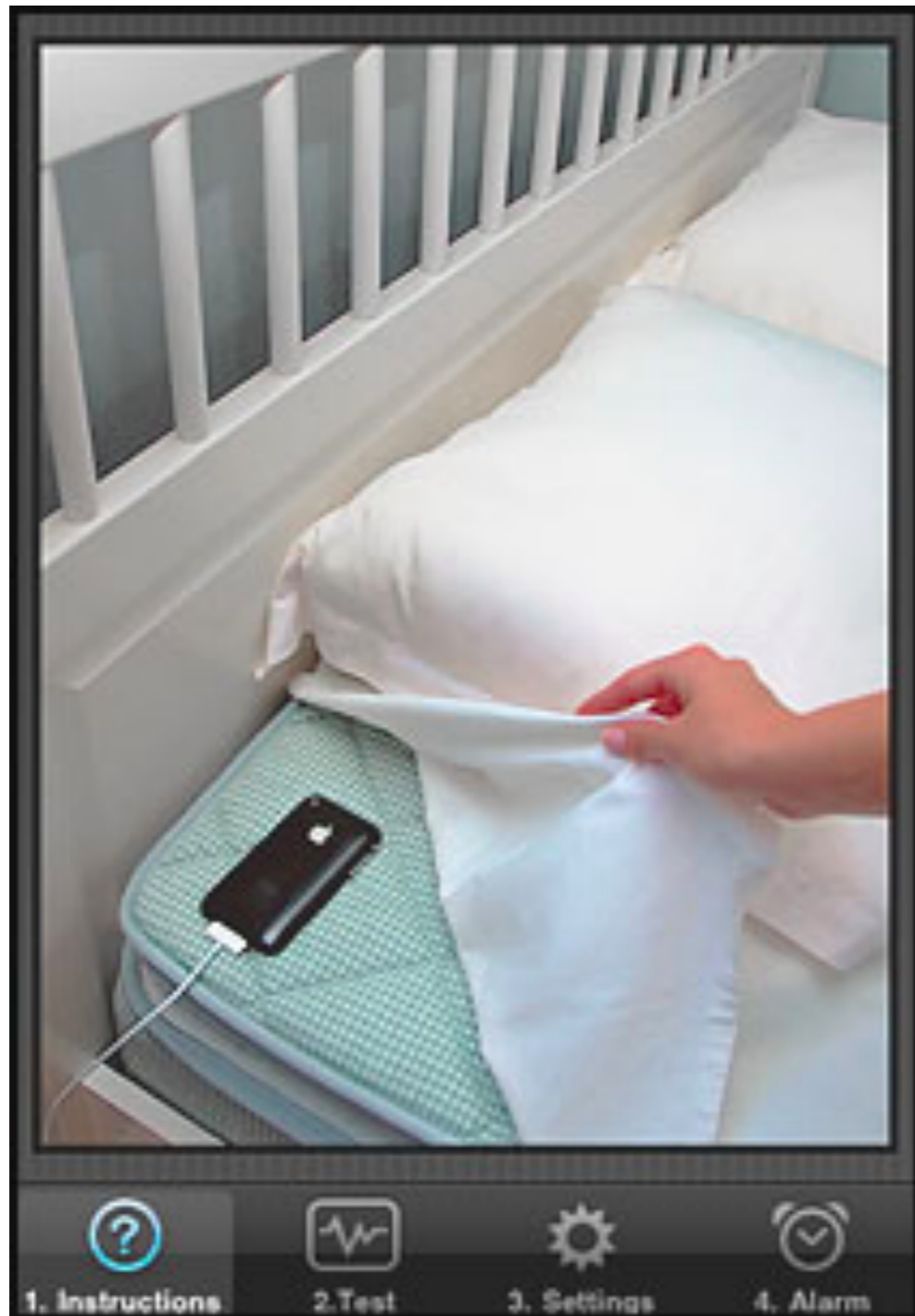


Vuvuzela

- 11 M+ downloads
- No 1 in more than 100 countries
- “I woke my wife up with this and lost a tooth! Shhhuperb!”
- “Best app ever so annoying it’s funny”
- “I was going to buy the real thing online but this is cheaper! Yeah!”



Sleep Cycle

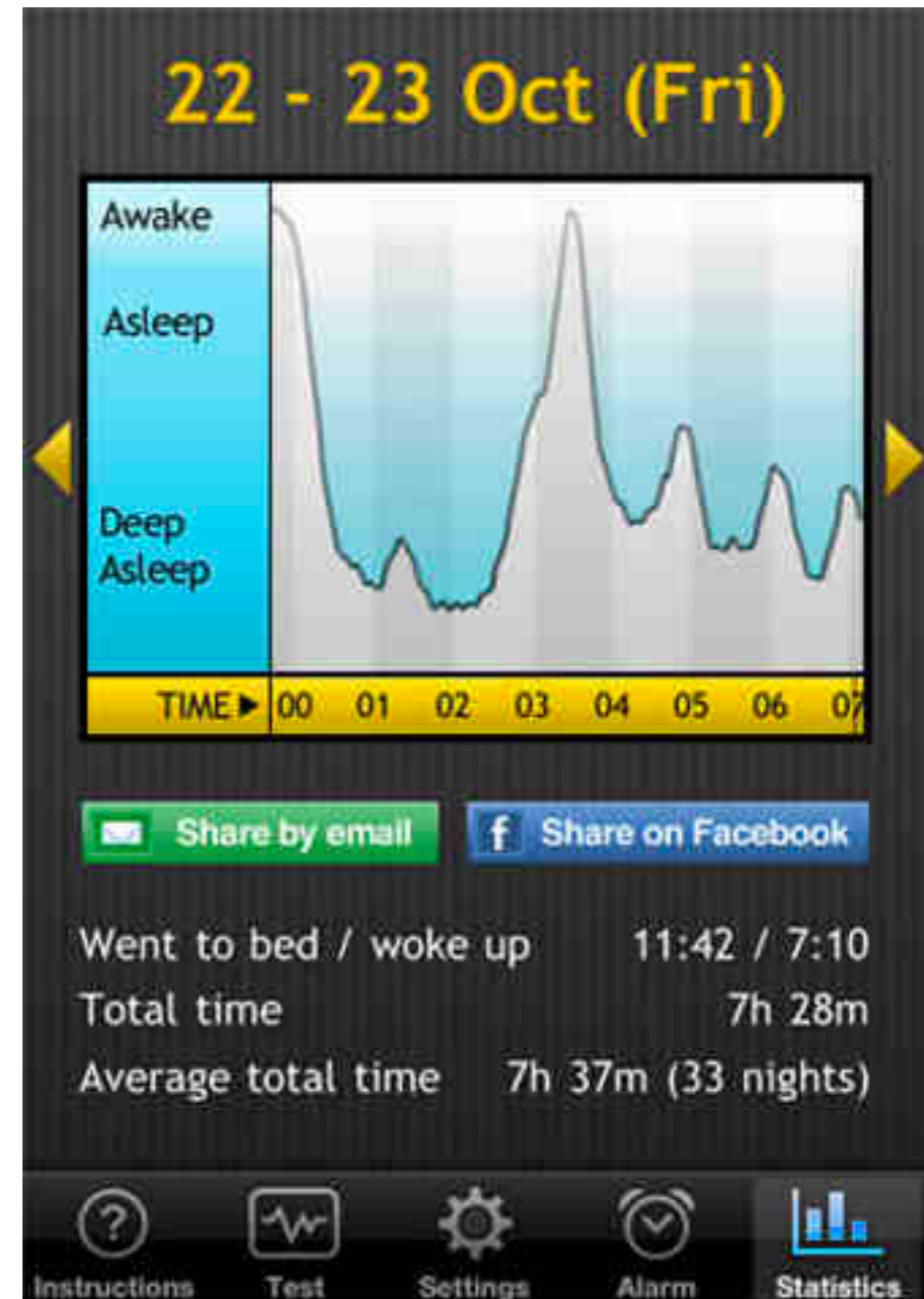


- Recognizes REM & nREM phases
- Wakes you up without morning fatigue

Sleep Cycle

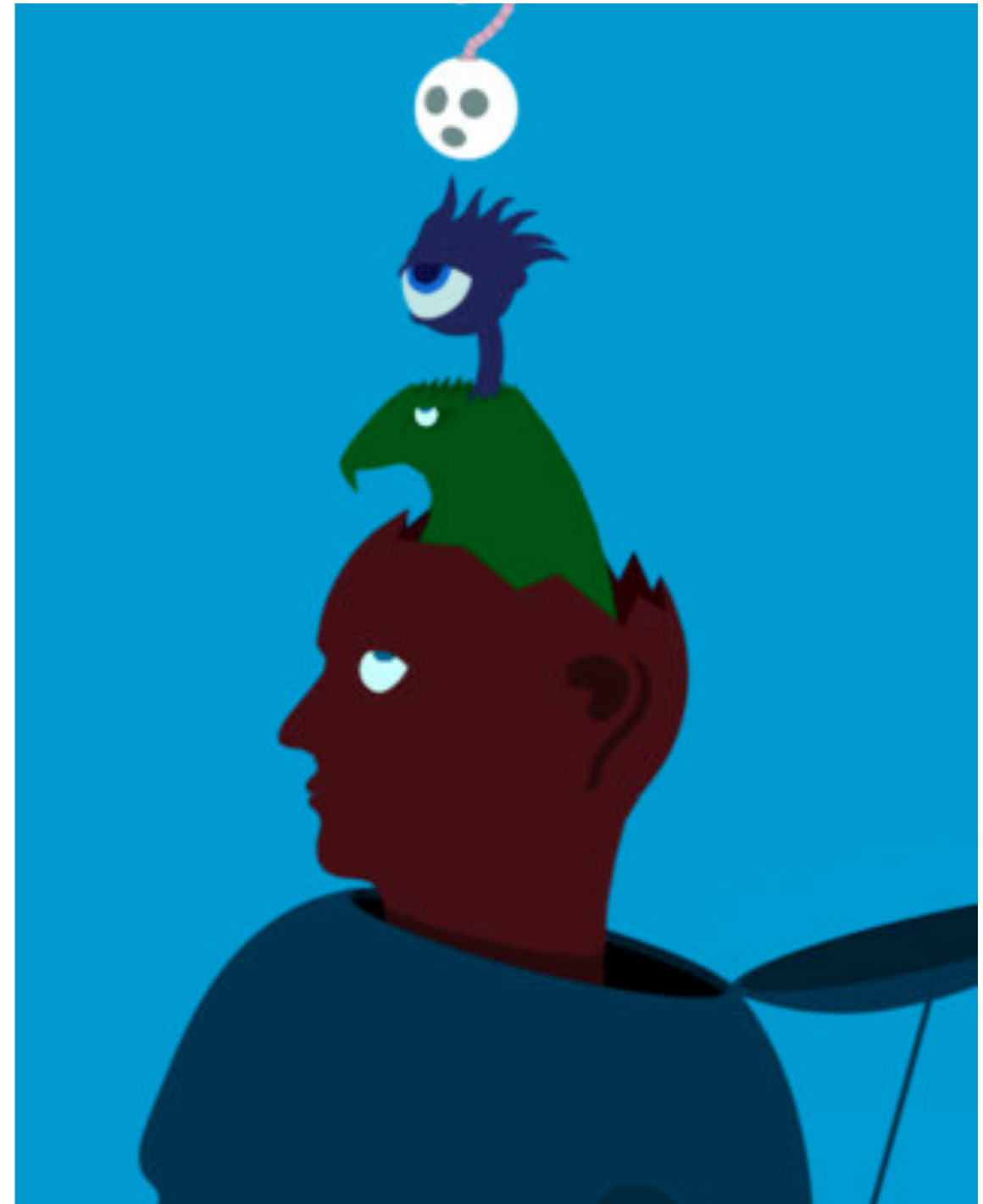


- In US top100 since ages



Feed the head

- Downloaded over 4000 times



Is it REALLY a nonsense?



almost always guaranteed an amusing result. Angry Birds uses a simple, clean style of art with amusing animations for the birds, pigs and the destruction that occurs around them.

There are 63 levels to quickly plow through and enjoy, but it would have been nice if players could craft and share their own levels to give the game a bit more longevity. Angry Birds has a lot of character and is a fun and simple game to enjoy, but it may only strongly appeal to physics junkies or casual gamers after a quick time-waster.

Screenshots





Angry Birds

February 19, 2010 

Killing Pigs!

Like · Comment · Share

 10  2



Angry Birds

June 8



Which Angry Birds Space plushie would you like to win!? <http://rov.io/winaspaceplush>



Like · Comment · Share

3,347

28,190 people like this.

View all 4,577 comments



ROVIO

4 - 6'000'000'000 \$



1,5 - 2'000'000'000 €

Where do ideas come from?



Philip Bozzini punished
for his curiosity.
Curiosity killed the cat.

Dream Beam



Daily Tales



Alarm Cock



Smart Fingers

**SMART
FINGERS**





36%

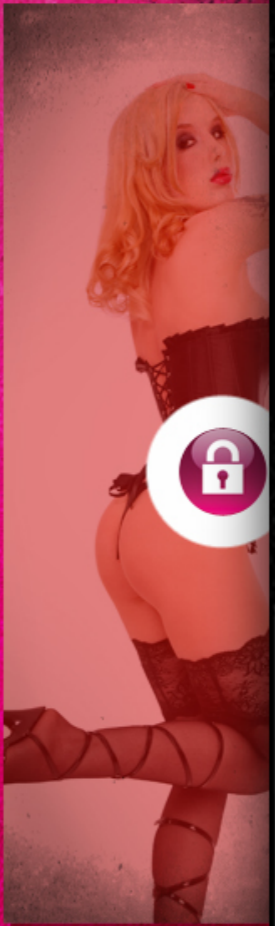


← BACK



BUY

→ OPTIONS →



Look for your own

Go for it! Now's the time

Grow App business model

GROW APP

20-30 ideas
monthly

Grow App
selection

2-3 apps monthly
in App Store

Our model

- 5-10-15% progressive commission
- Scale
- Speed
- Promo
- Only genius ideas
- Only global market
- Idea registration & copyrights protection
- Idea transfer on other platforms, media, merchandising etc.

Thank you

And go for it. I mean it.

Michał Wolniak

Creative Director, Grow App, Heureka Group

michal@growapp.pl