

Head Start Business Consulting Focuses on Fast Growing Mobile App Marketplace

HOUSTON, TX, USA, August 16, 2013 /EINPresswire.com/ -- The Smartphone App sector is one of the hottest investing sectors at the moment. While the console market has been steadily losing market share, the Smartphone and tablet gaming market has been increasing on a quarterly basis.

[Scott Jacobson](#), a partner in Head Start Business Consulting, discusses start-up app developers: "There has been a recent shift in awareness and understanding regarding gaming mobile apps. Investors are beginning to realize that a well funded gaming app can bring in tens of thousands in monthly revenue and into the millions for the more popular hits. The misconception of a \$0.99 cent app making nominal revenue is disappearing quickly. When you look at the top ten highest grossing apps, you actually find that the majority of these apps are available for free. The revenue stream comes from what is termed as an 'In-App purchase'. These purchases are making gaming developers millions."

There are two main markets for Smartphone and Tablet offerings: Android's Google Play Store and the iOS App Store. While the iPhone was first to market and at one point was the #1 selling Smartphone in the world, Android phones have taken over the top position.

However, even though Android's Google Play store is growing at a faster rate, the iOS App Store leads in terms of monetization – earning around 2.3 times more in app revenue in the previous quarter than Google Play.

In a study recently published by IDC and App Annie, revenues for iOS gaming rose significantly in the 1st quarter of 2013, while revenues for Nintendo and Sony's dedicated portable consoles slipped considerably.

Apple's iOS led in overall gaming revenue generation for the quarter, beating Google's Android in terms of overall revenue. However, Google's Android Play Store continued to grow in revenue, and it is expected that Android will also pull ahead of Nintendo and Sony's portable gaming devices this year.

The study found that gaming still accounts for the majority of revenue in both app stores. In both the iOS App Store and Google Play, games accounted for nearly 40 percent of all total downloads, a slight rise from the previous quarter. The report states that games make up nearly

70 percent of iOS App Store revenue and more than 80 percent of Google Play revenue.

The study clearly shows the importance of mobile devices within the gaming segment. As more and more console gamers make the shift to mobile device gaming, the opportunities for developers are enormous. Jacobson states, "Whereas a well made game for a mobile device can be completed with a budget of less than \$20,000, console games have multi-million dollar production budgets. The coding for Android and iOS is far less complex than console games, to the point where we often read about 13 year old kids releasing games on the App stores."

"With a smaller budget, developers are able to quickly break even and post profits on well made gaming apps. Our firm has shifted a great deal of resources and efforts towards app related investment projects."

Head Start Business Consulting recently completed two [Regulation D](#) 504 private placement offerings for app related projects, at \$90,000 and \$220,000. [Roger Trivelli](#), a partner in Head Start Business Consulting, was advisor on the latter. His view on the surging app market and investors' interest was summed up in his statement, "Gaming Apps are currently in vogue with investors and as long as the ROI remains strong, I do not see this trend fading anytime soon."

Head Start Business Consulting, LLC was launched in 2005 in Houston, TX. The company's divisions include: www.headstartbusiness.com www.businessfundingtoday.com and www.fundingdocuments.com Since 2005 the company has assisted clients with documentation and fund raising in excess of \$2 Billion dollars.

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