# Deploying A Mobile Operator Sponsored Developer App Challenge

Establishing a developer app challenge creates great opportunities to engage the local developer community and the operator's users in the app store.

- Developers benefit by creating apps that are locally relevant
- Developers gain recognition for their work and engage their followers, users, friends and relatives to download their app(s)
- The operator creates consumer awareness of the app store and the developer's apps
- The operator gets locally created and locally relevant content that is a key differentiator from the OS app stores as well as establishing itself in supporting the local tech community
- This creates viral engagement through word of mouth and publicity leading to localized awareness and benefits of the operator's app store
- The app store, with integrated mobile money payment capabilities, enables developers to create premium apps and apps with in app billing options.

Doing an app challenge pre-launch or in tandem with the app store launch, enables the operator's store to curate apps in specific categories that address its customers' needs and desire for localized apps. It also highlights the operator's ability to support the local tech community for creation of local apps.

neXva has run a number of Localized Developer App Challenges. The results consistently exceed our expectations showing very high engagement levels (downloads to views).
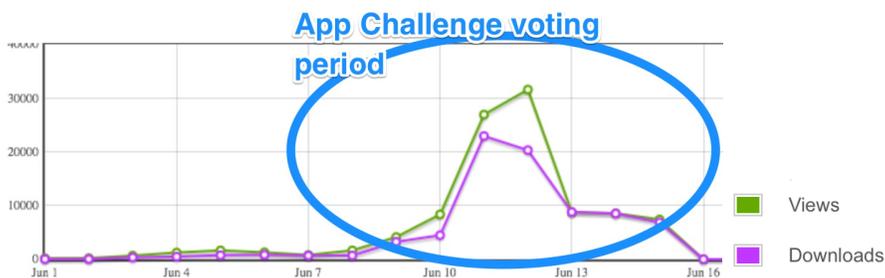


Some key points in deploying an app challenge:
- Submissions are limited to local developers only
- App submissions are broken down into categories (for example):
  - Best Overall app
  - Best Education app
  - Best Life Style app

- o Best Wellness and Health app
- o Best Game
- o Best Student Developed app
- o Best Productivity app
- o Best Premium app
- o Best app with in-app purchases

These categories can be altered to best fit the country of operation as well as local and cultural sensibilities. We also suggest that several app challenges be scheduled throughout the year to keep the developer community engaged and consumer interest high in the app store. For example, challenges could be run seasonally; back to school, summer vacation, holidays, etc.

neXva's developer portal and the operator's web site is used to manage the app challenge. The developer portal is used to promote the app challenge, be the place where the developer views and agrees to the terms and conditions of the app challenge and ultimately submits their app(s) to the challenge.

Each app submitted for the challenge is downloaded by the neXva team and tested to make sure it works properly and conforms to various competition criteria (jointly decided by the operator with neXva's developer expertise). We also check for obvious issues such as copyright infringement, indecent content, etc.

Besides the opportunity to create apps of local relevance, the neXva platform is integrated into each operator's billing and mobile money platform. This creates great monetization opportunities for local developers with premium or freemium content.  neXva's neXpayer™ API allows developers to create apps with in-app billing and have charges deducted directly from the customer's mobile money account (a very unique feature of the neXva platform). To help with the integration of neXpayer™, our developer relations team provides support via a ticketing system or even Skype.

Hundreds of developers have submitted thousands of apps In localized Challenges we have run resulting in hundreds of thousands of downloads – and in one instance, a million downloads.

For judging, we suggest using two criteria; number of downloads and likes on social media and the votes of an expert panel of judges. This avoids developers "stacking the deck" to increase downloads and likes. The expert panel makes the first cut of the apps in the challenge based upon previously identified and enunciated criteria. The apps that pass the first filter are then open to general voting based upon downloads and likes on social media and/or through the app

store. The final filter is a general consumer group that picks the winners.

A decision has to be made as to which OS(s) to include in the app challenge. While the neXva managed platform can handle multiple mobile OSs, we have found that the vast majority of submissions are in Android because that's the highest area of interest for developers. We would suggest initial app challenges be limited to Android.

Prizes, of course, are important. While developers are certainly seeking recognition for their work, they are also incentivized by the possibility of winning great prizes. There has certainly been a correlation between the value of the prizes and the number/quality of submissions; however, we have also noticed that the opportunity for local recognition does incentivize the developers. Developers want their app to be successful as measured by a large number of downloads. An additional motivation is that the apps that win in each category can be put into the featured apps carousel in the app store for a period of time. To increase the recognition and potentially the prize pool, we recommend that the operator partner with local companies, educational institutions, governmental entities and others.

Services neXva provides to support the app challenge.

Pre-Challenge/Planning Phase
- Assist local operator with category selection, submission criteria and judging methods
- Assist local operator with messaging and creative preparation
- Assist local operator with schedule creation
- Assist local operator in selecting prizes for best and runner-up apps
- With input from local operator, modify the developer portal to provide all challenge rules, submission criteria and timing
- Modify the local operator's app store web site, Android app and HTML5 app to highlight the developer challenge, downloading and voting process.

During the App Challenge
- Review and validate all apps submitted for the app challenge
- Monitor activity on the developer portal and assist local operator in answering developer questions
- Support developers integrating the neXpayer™ in-app billing API
- Support developer questions about the app challenge and using the developer portal to submit apps
- Maintain app challenge portions of local operator's app store deployment to facilitate customer downloads of submitted apps

<u>Post App Challenge</u>
- Assist local operator in reviewing app challenge app site results
- Assist local operator in final judging of apps
- Assist local operator in public relations and messaging of app challenge results
- Modify local app store web site to promote the app challenge category and overall winners

For further information contact [marketing@neXva.com](mailto:marketing@neXva.com) .