



**“HOW TO
SUCCEED
IN THE APP
BUSINESS
WITHOUT
REALLY
TRYING”**

**Justin Esgar
Autriv, Inc.
justin@autriv.com**



\$70,000

You need an **IDEA!**





Where do **ideas** come

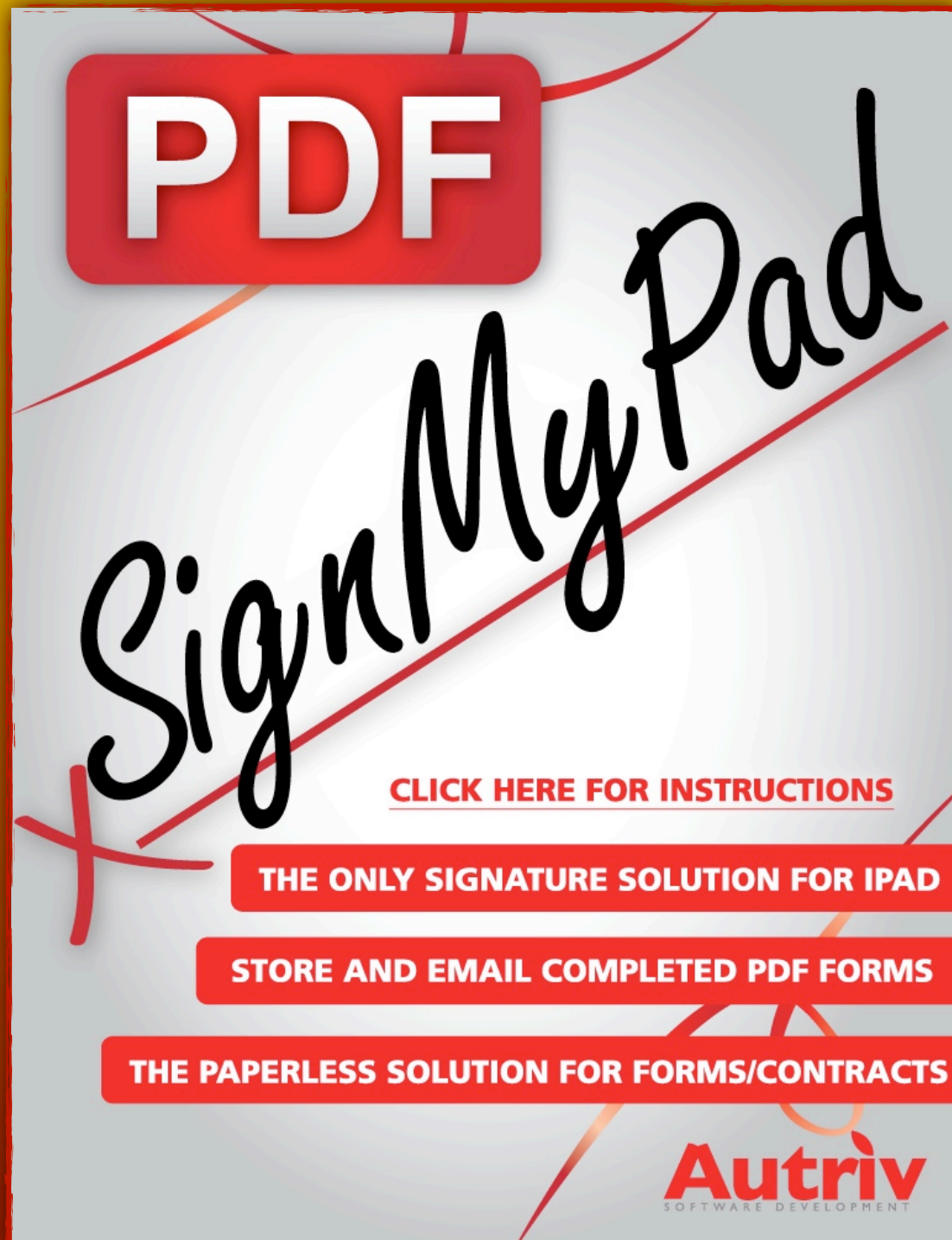
- ◉ From Nature
- ◉ From Bad Ideas
only if there are enough of them
- ◉ Necessity



Get out there, listen to people, draw people out and learn from them.

-SIR RICHARD BRANSON

Shameless Self Plug



PDF

SignMyPad

[CLICK HERE FOR INSTRUCTIONS](#)

THE ONLY SIGNATURE SOLUTION FOR IPAD

STORE AND EMAIL COMPLETED PDF FORMS

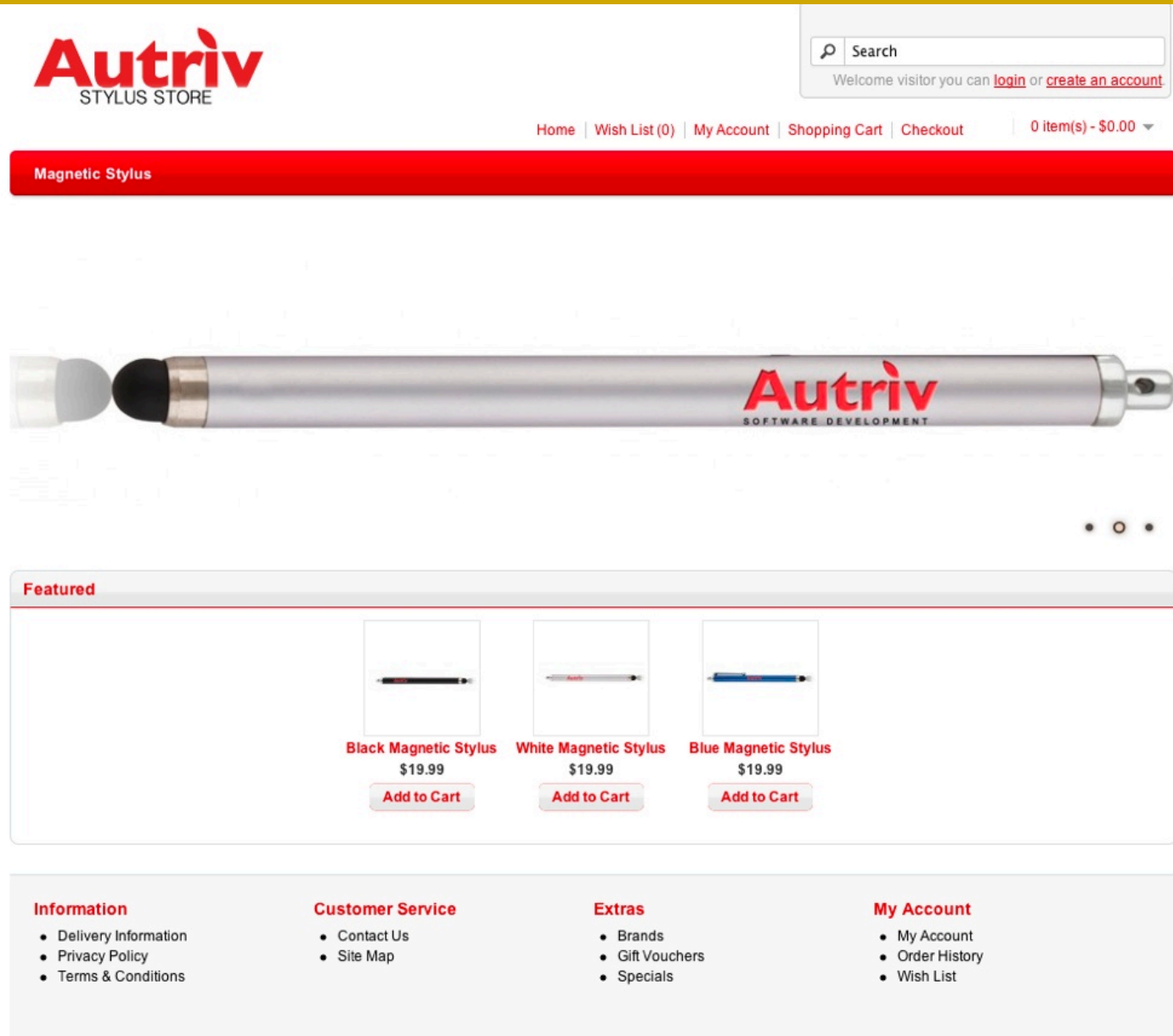
THE PAPERLESS SOLUTION FOR FORMS/CONTRACTS

Autriv
SOFTWARE DEVELOPMENT

The graphic features a white background with red accents. A large, stylized 'PDF' is in a red box at the top left. The product name 'SignMyPad' is written in a large, black, cursive font across the center. Below it, a red button contains the text 'CLICK HERE FOR INSTRUCTIONS'. Three more red buttons with white text are stacked below: 'THE ONLY SIGNATURE SOLUTION FOR IPAD', 'STORE AND EMAIL COMPLETED PDF FORMS', and 'THE PAPERLESS SOLUTION FOR FORMS/CONTRACTS'. At the bottom right is the 'Autriv SOFTWARE DEVELOPMENT' logo. The entire graphic is framed by a red border with diagonal lines.

- People needed a way to sign documents easily
- Had an iPad or other touchscreen device
- Voila! SignMyPad
- Added GPS tagging to make it something NO one had!

More Self-plugging



- ◉ We listened to our customers
- ◉ They wanted a better stylus to use
- ◉ We gave it to them!

www.autrivstylus.com

to feel
happening
you can
you can

ing **focus**

to feel free
I cant live my
explorations
to feel



Great Mentors

You have an **IDEA!**



If you are paying attention he's facing the other direction!

“Tomorrow is often the busiest day of the week”



-Spanish Proverb



RAJIV
THE ~~ASST.~~ MANAGER



TODD
THE IMPORT



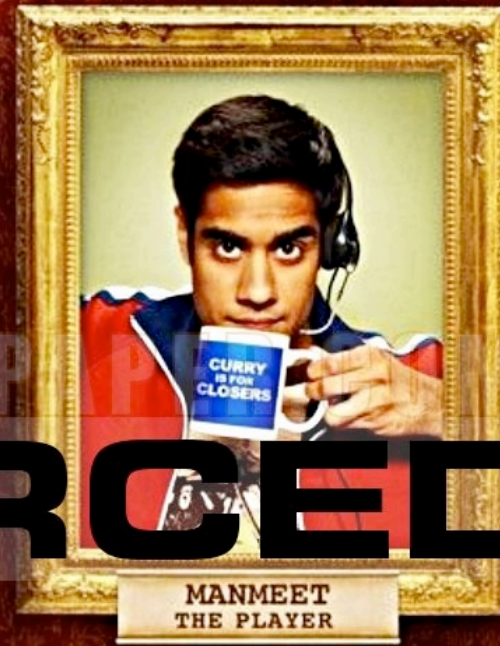
ASHA
THE CRUSH



MADHURI
THE WALLFLOWER



GUPTA
THE PEST



MANMEET
THE PLAYER

OUTSOURCED

Outsourcing

Overseas vs. USA

Overseas

- Cheaper
- Get exactly what you ask for
- Slower



USA

- More Expensive
- Creativity
- Better Time Management



Where to get programmers



www.guru.com



www.vworker.com



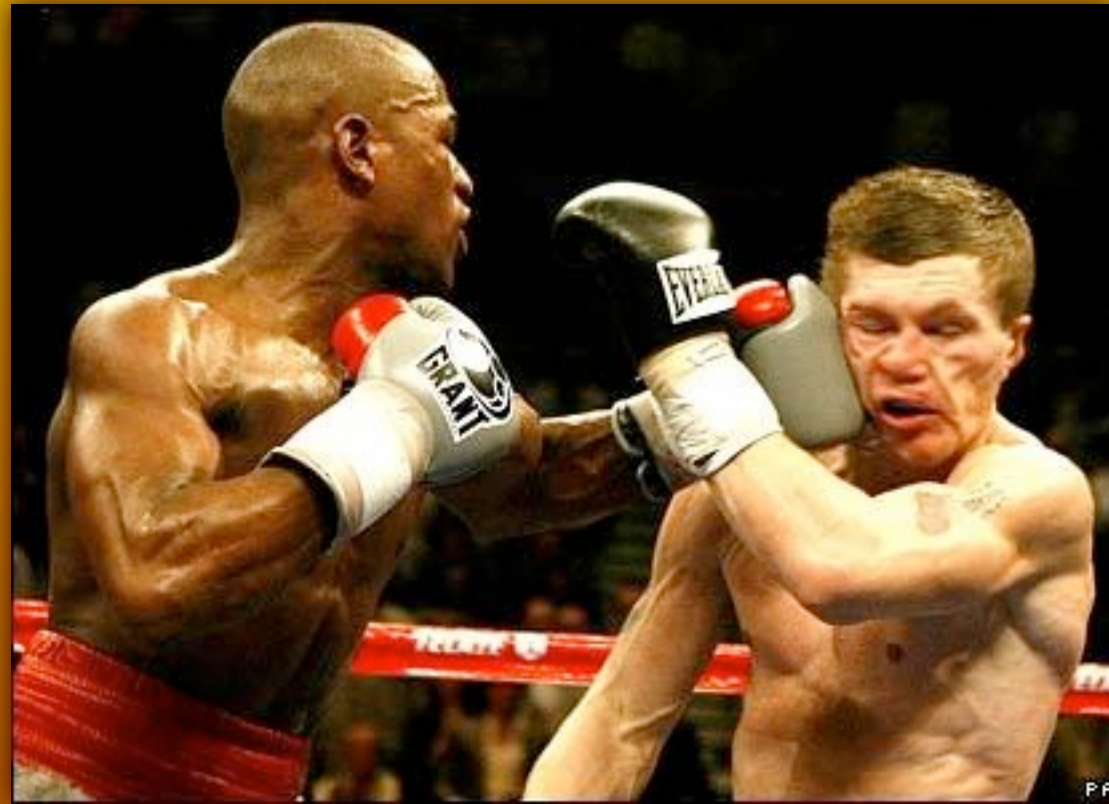
LAWYERS



Patents



Lawsuits



Don't let yourself get
beat up!



Use
your
own
product!



Or end up like this!



SEGWAY
BETA

BETA
SEGWAY



Social Media

Where everyone talks, but you just
need to listen!



This was social media 10 years ago!

Bulletin Board Systems over phone lines
1978

GeoCities founded
1994

AOL Instant Messenger
1997

Dot Com Burst
2000

Friendster Launches
2002

MySpace Launches
2003

FaceBook Launches
2004

Twitter Launches
2006

1980

1985

1990

1995

2000

2005

Time & Space

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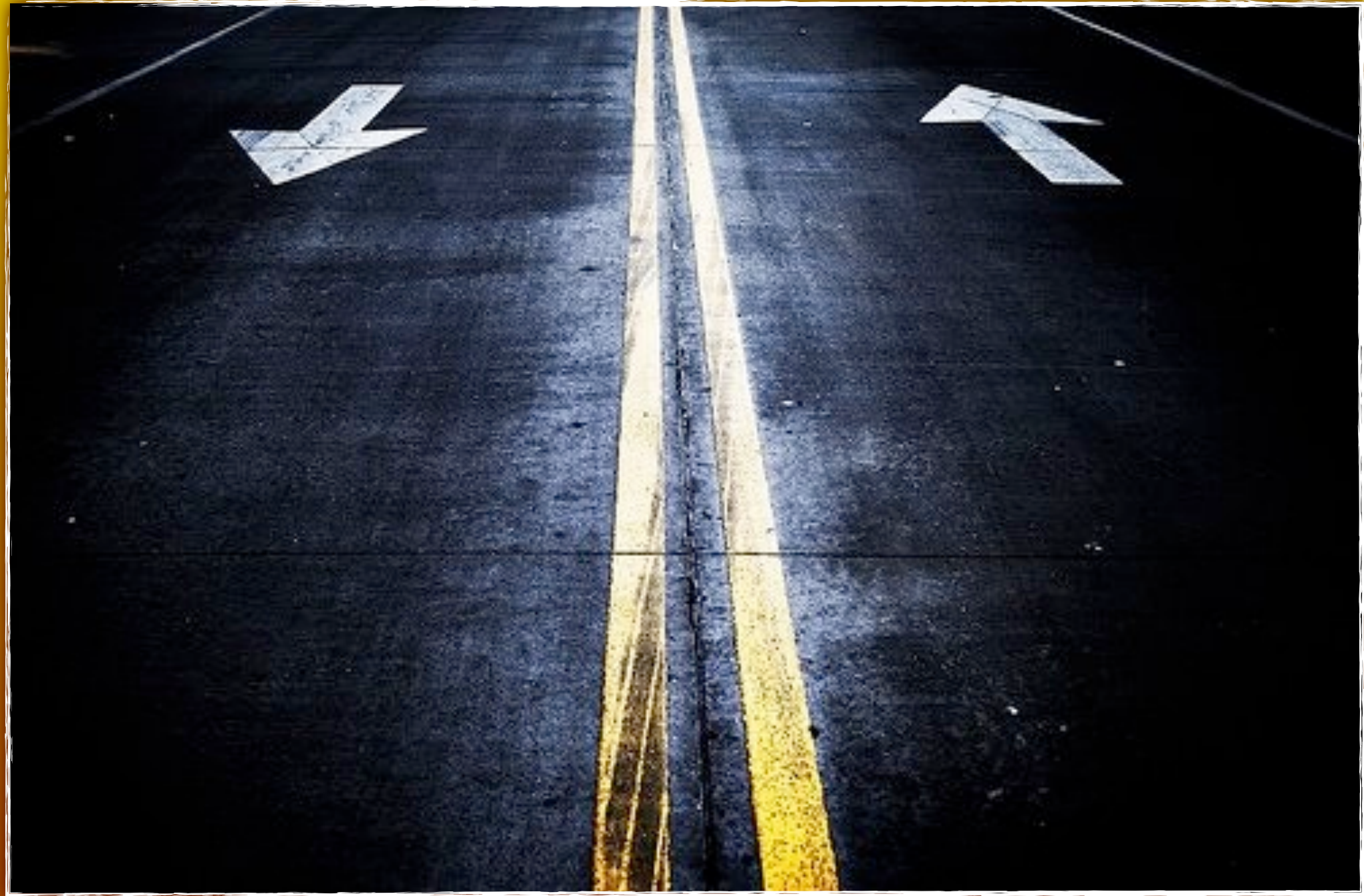
Time & Space



So what do you use?



ALL OF THEM!



Social Media is a 2-Way Street



ROI - it's a business term

Return on Investment. Which investment?

*Social Media is not a
stand alone metric.
The ROI has to be
taken into
consideration against
all your marketing
efforts.*



-David Murray

www.themurr.com

Klout



Justin Esgar



Owner of Virtua Computers, an Apple consulting firm. Owner of Autriv Software Development, makers of SignMyPad & HomeBase. Husband, chef, comedian, heartthrob!

NYC

NETWORKER

Influence network (556)



tweet • share • see all...

Influential topics

Macs

Iphoto

Tb

tweet • share • see all...

SCORE ANALYSIS

TOPICS

INFLUENCERS

LISTS

KLOUT STYLE

ACHIEVEMENTS

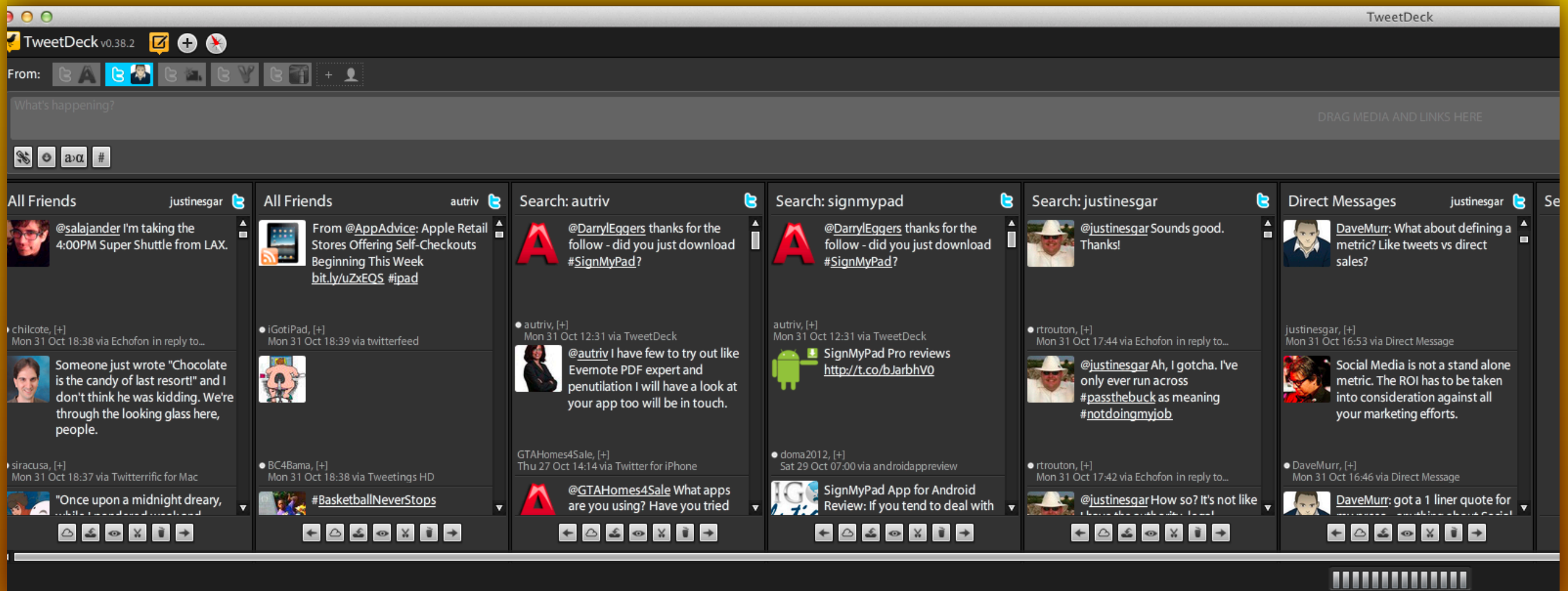
Score Analysis

You are effectively using social media to influence your network across a variety of topics



Your Klout Score:

44.02



How to manage it all



Have a Blog

Make sure it updates all your Social sites

Bloggers



- ◉ Love Them
- ◉ Hate Them
- ◉ Respect Them

GADGET LAB

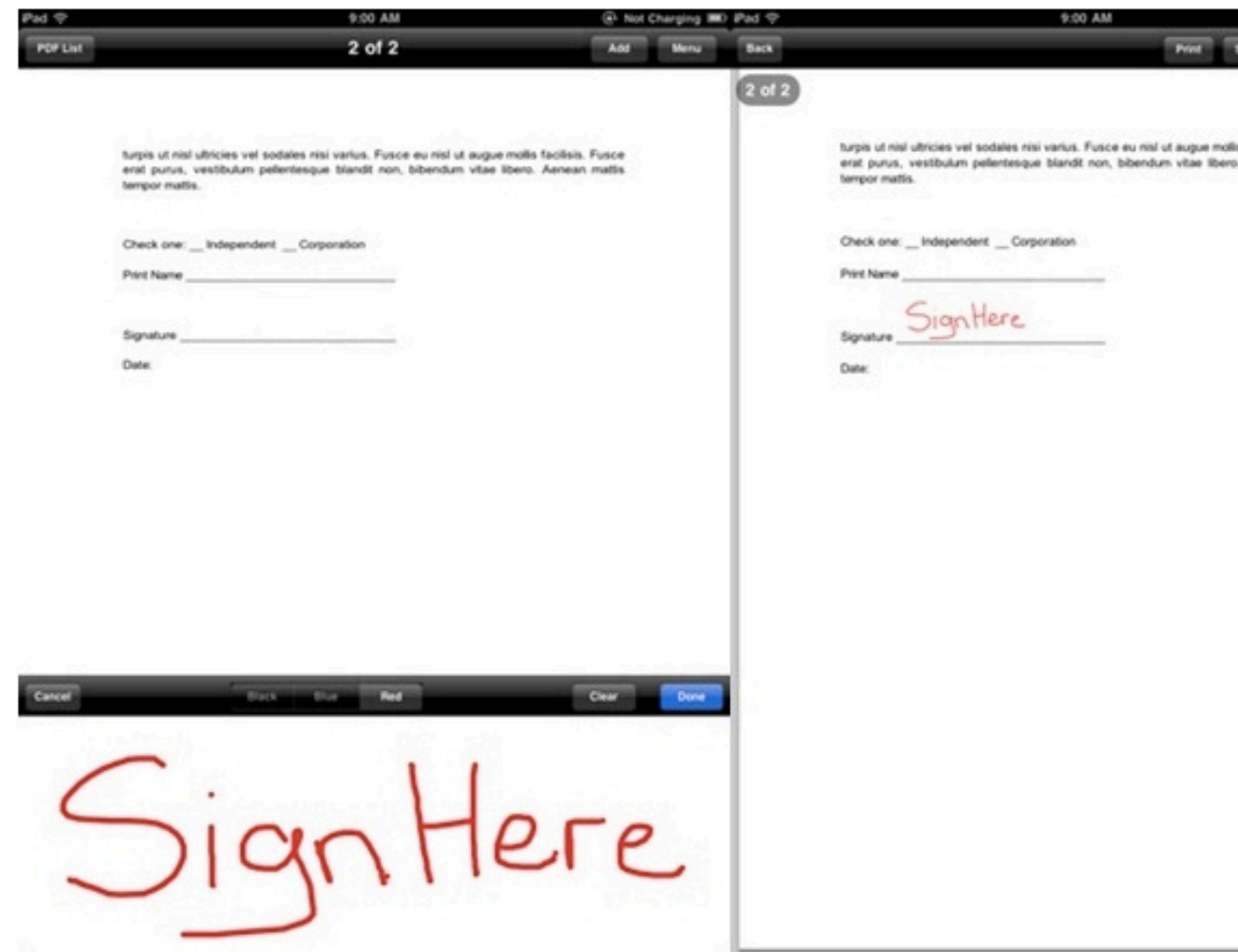
HARDWARE THAT ROCKS YOUR WORLD

PREVIOUS POST

\$100 iPad App Lets You Sign PDFs

By Charlie Sorrel   August 3, 2011 | 6:39 am | Categories: Software and Operating Systems

 [@mistercharlie](#) · 1,827 followers



For just \$99, SignMyiPad will let you sign PDFs, and remember where you were at the time



Active Sources: 102,829

Journal

REPORTERS

Qualified sources **when** you need them!

Tap into the largest source repository in the world with over 80,000 mainstream and expert sources who will respond directly to your query on your terms. No more flipping through your rolodex; searching out-of-date databases, or being bothered by unsolicited sources with off-topic pitches. Submit your query and let HARO deliver the perfect sources right to your inbox.

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HARO

- ◉ Help a Reporter Out
- ◉ Get quoted
- ◉ Be an expert
- ◉ All Press is Good Press

HELLO
MY NAME IS

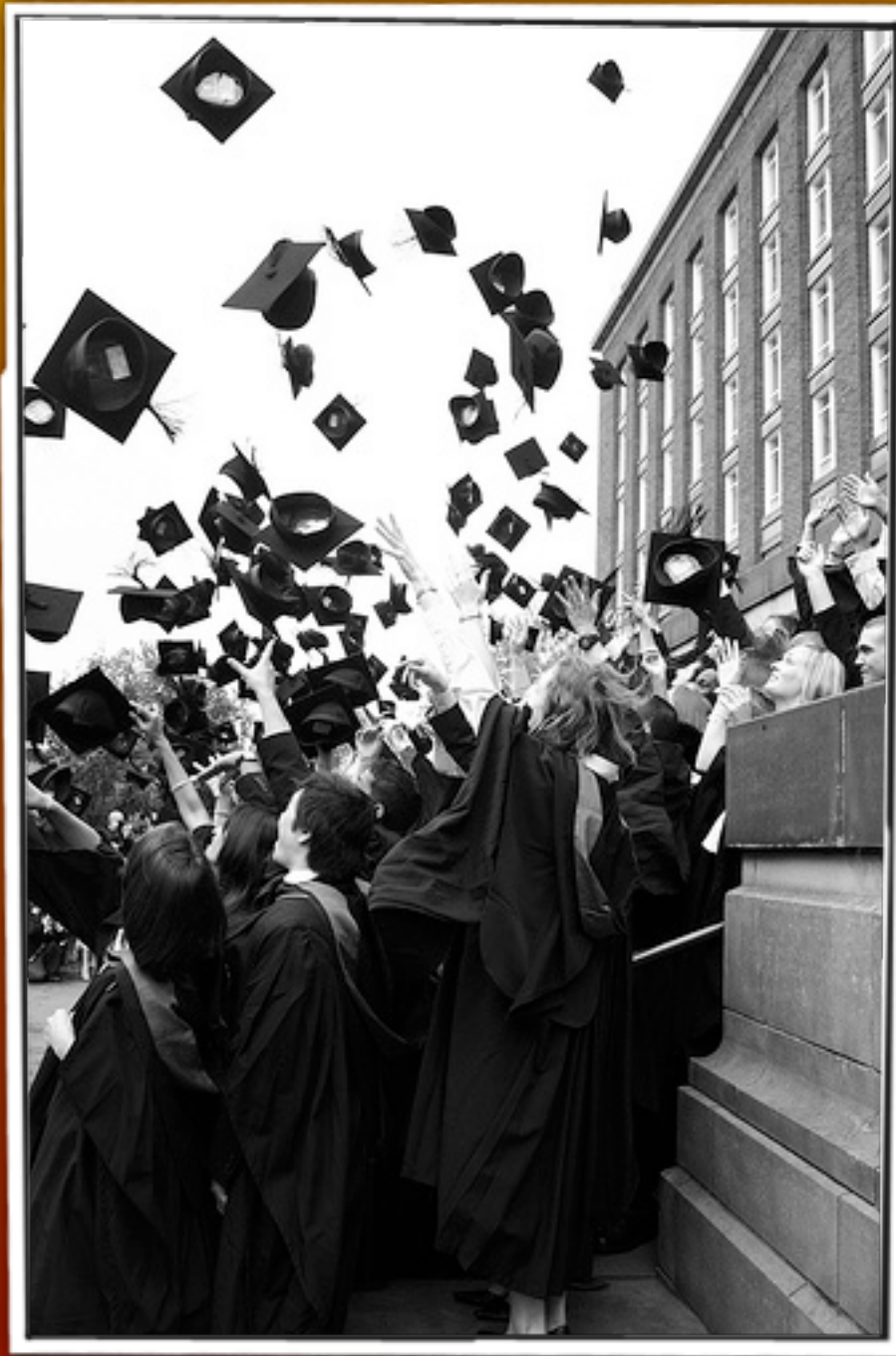
MR. AWESOME

BE YOUR BRAND!

Support your products!



Cheap Labor!



**Interns
Wanted**



Virtual Assistants



Live your life!!!!!!!

Eat, Pray, Love - or something like that.

RB

NOTHING TO LOSE

**"Tired rhymes with fired!
Don't give up."
- *Ryan Blair***



NothingToLose.com

One of my mentors :)

Famous Commentary

“The biggest risk is not taking any risk.”

- Mark Zuckerberg during Y-Combinator fireside chat

Twitter is like hugging. Just because it's hard to measure the return on investment doesn't mean there isn't value there.

-Tony Hsieh, Zappos

I'm always afraid of failing. It's a great motivation to work harder.

- Mark Cuban, HDnet

It's simple until you make it complicated.

- Jason Fried, 37Signals