

# iPhone Developer Panel

3 November 2008



- Tom Conrad, Pandora Media
- Sunil Verma, MobClix
- Dom Sagolla, DollarApp
- Brian Fling, Fling Media
- *Raven Zachary, raven.me*

## The Panel

**MMVIII**

**The year everything changes  
(in mobile tech)**









***2008.07.11:***

***iPhone 3G @ \$199, App Store, iPhone OS 2.0***

***An important day for the iPhone market.***

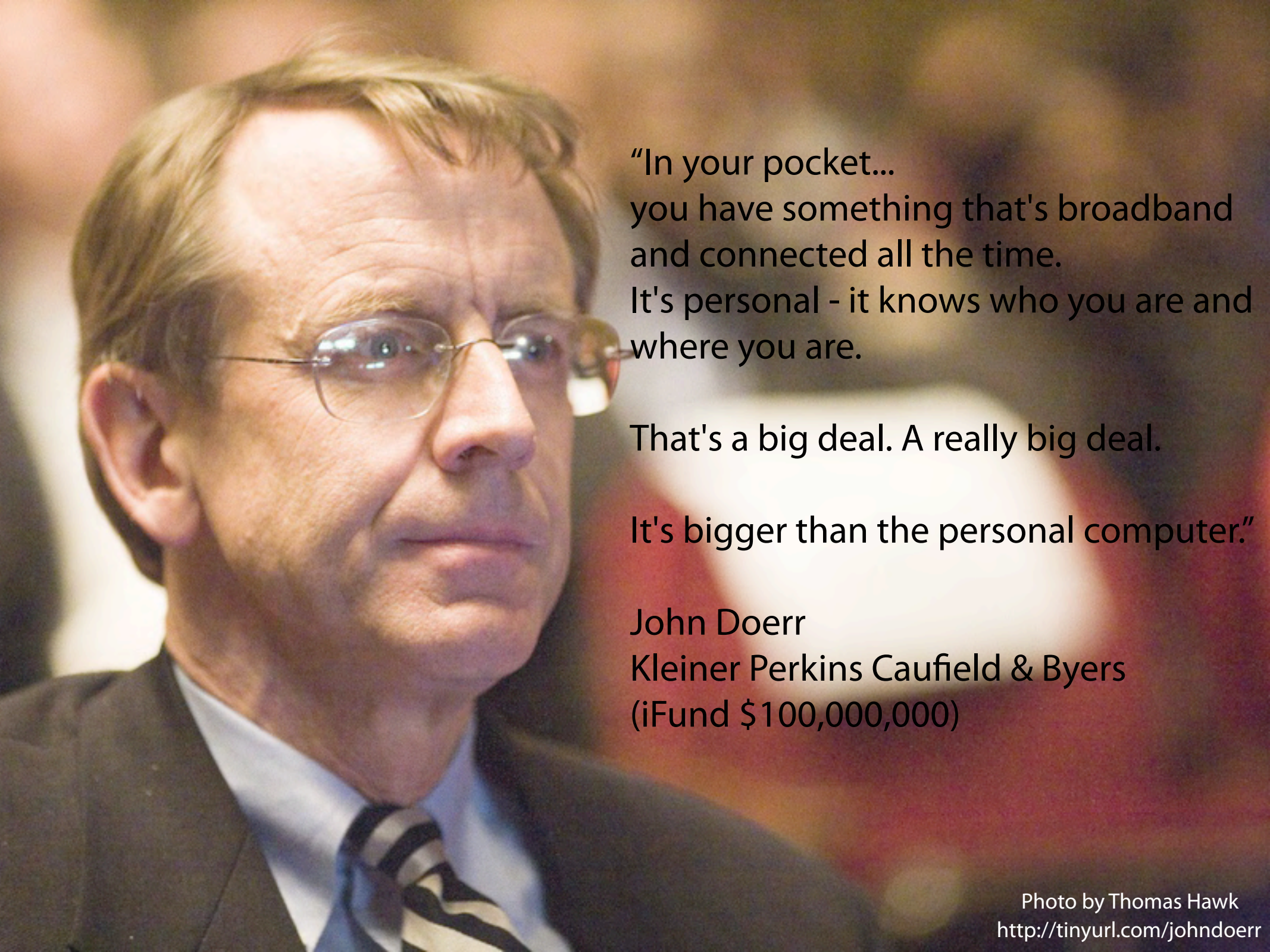
The iPhone is having a profound impact on the mobile telephony and computing industries, reshaping how we think about mobility and defining an entirely new class of devices.

**Why is the iPhone special?**

**Three key attributes.**

**#1**

**Persistence**



“In your pocket...  
you have something that's broadband  
and connected all the time.  
It's personal - it knows who you are and  
where you are.

That's a big deal. A really big deal.

It's bigger than the personal computer.”

John Doerr

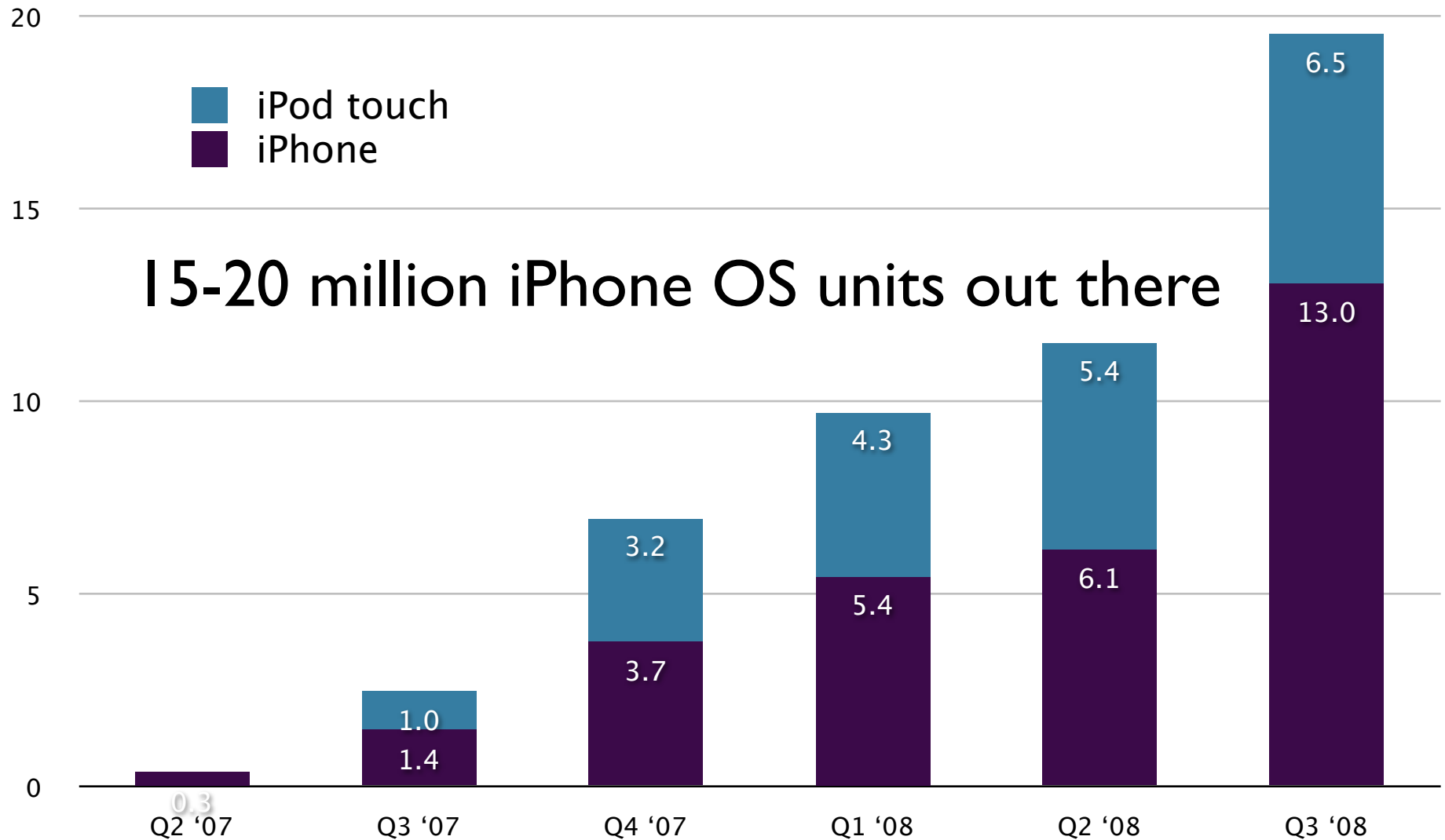
Kleiner Perkins Caufield & Byers

(iFund \$100,000,000)

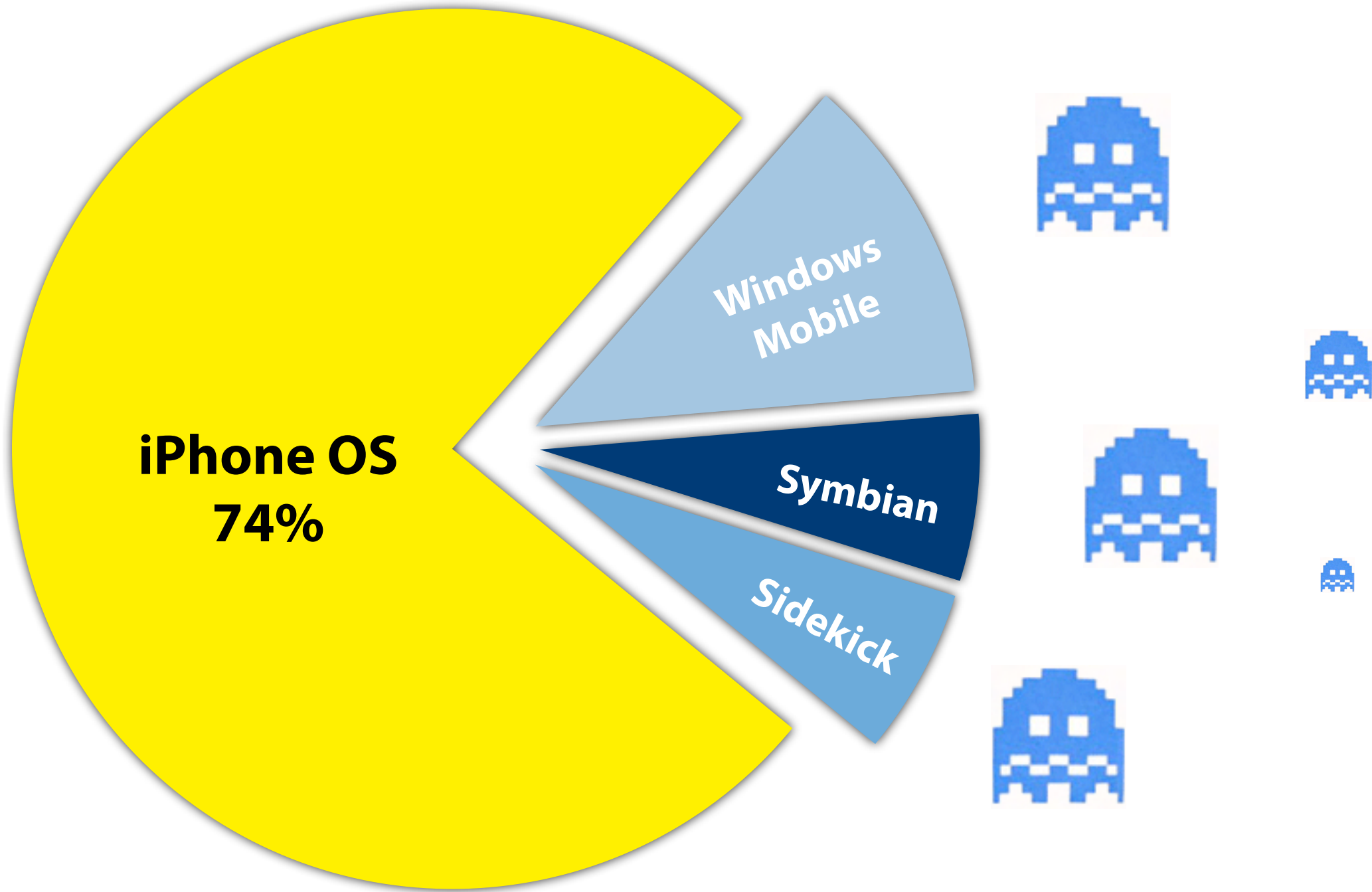
**#2**

**Mobile Web**

## iPhone OS Cumulative Units (in millions)



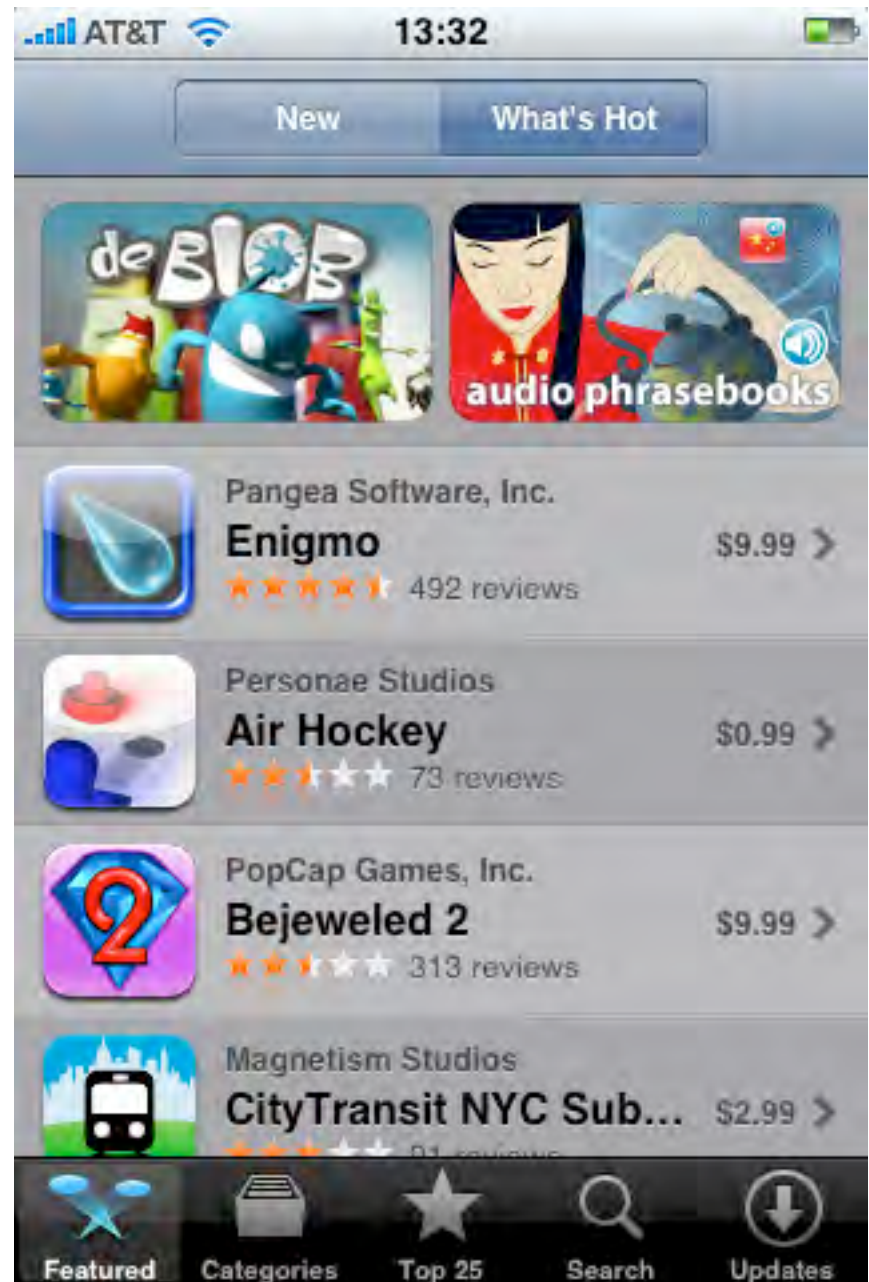
**Source: iPhone - Apple, iPod touch - estimate by Raven Zachary**



**Source: October 2008 Mobile Browser Market Share - Net Applications**

**#3**

**Application  
Distribution**



- Birth of a new mobile platform
- Native and web applications
- Tremendous opportunity
- Very early stages, time to learn and create
- Go out and write some cool apps!

# The iPhone Market Opportunity

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