



AppsVillage is already on track to double its revenue with its SaaS platform which helps SMBs grow with their own app

STOCKHEAD

25.06.2019 | **Special Report**

Special Report: A mobile app is a keyway for many small to medium sized businesses (SMBs) to grow their customer base. This ASX hopeful is making business apps creation and marketing easier than ever.

Developing a mobile app is easier said than done.

It usually requires high capital investment and a high level of tech know-how – both of which pose an impossible challenge for most SMBs.

But AppsVillage changed that with its Software-as-a-Service (SaaS) platform, which enables SMBs to create and market their own business app and get an immediate mobile commercial presence in minutes – having the ability to push sales, coupons, advertising, push notifications on their mobile customers and more – without any marketing and tech experience.

The company is already generating revenue in this multi-billion dollar untapped market, as it prepares to hit the boards of the ASX.

“Making money from day one”

The company has already seen strong growth in its subscriber base.

CEO Max Bluvband says they have seen an increase in the number of SMBs opting for its annual plan from 20 per cent to around 60 per cent, providing AppsVillage with a steady revenue stream on which to build.

“Over the course of 2018, we booked around AUD\$750,000 in revenue. And this year, we are already expecting this annual first half to be over AUD\$600,000. That puts us on track to at least double its annual revenue growth for 2019,” Bluvband told Stockhead.

AppsVillage’s SaaS business model is based on subscriptions and selling additional premium services. Businesses can choose between a monthly subscription of AUD\$27 per month or an annual fee of AUD\$250.

Breaking the SMB's mobile app barrier

The company's flagship SaaS platform automates the app design, development and marketing process of SMB Apps, with no need for coding or marketing experience.

This allows every SMBs create and market its own app in a matter of minutes.

Using the platform, SMBs can generate exclusive deals and coupons, offer in-app sales, cash back and push notifications, as well as schedule appointments and have the ability to advertise to thousands of new customers.

Bluvband says AppsVillage is making digital marketing faster, easier and more cost effective by giving any businesses a quick and simple way to grow.

"We're changing the world by enabling every SMB to have a presence in the most valuable real-estate in the world – the home screen of its customers' mobiles. And this without any technical or marketing expertise and is affordable to anyone," Bluvband said.

Having your business app on your customers' home screen is what Bluvband calls the "holy grail" for SMBs.

That's because 90 per cent of the time is spend on apps rather web browsing.

Also, according to eMarketer mobile apps have a 300 percent higher conversion rate for product and special offers compared to mobile browsing online – the math starts to stack up for SMBs.

The barrier for businesses is that these apps are difficult and expensive to create and deploy but it's one that AppsVillage is breaking down.