

# Five Minutes

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# About Five Minutes

- Croatian company with 30 employees
  - Mobile application development
    - iPhone, iPad, Android, Blackberry, Windows Phone 7, Nokia...
  - Advanced web technologies, software development
  - Founded in 2007, steady growth through economic crisis
- 90% of income comes from export
  - USA, EU customers, sales representatives in UK and USA
- Customers and partner business
  - Tech companies: Real Networks, Apsmart, AVL...
  - Customers: MTV, OLX, Allianz, T-Mobile...
- Mostly offering software development services
  - Reinvesting earnings into own product development

# Services vs. product business

- Services business – mobile & web development
  - Fixed price jobs, man days, consulting
  - Partner in mobile strategy development
  - Huge competition, both regional and worldwide
    - West: education, business, market presence
    - East: prices, work force, availability
- Product business – global products/startups
  - ShoutEm – mobile app builder for iPhone and Android
    - VC investment in August 2010 (RSG Kapital)
    - Offices in London and New York
  - 2 new products scheduled for 2011
- Completely different businesses!

# Business development

- Focusing on global markets
  - Mobile development was a niche in 2008, today it's mainstream
  - UK as the first identified market – sales reps & ShoutEm office
    - Not to open to foreigners, a bit slower business, too much closed doors
  - USA as currently most important market – sales reps & ShoutEm office
    - New York and San Francisco as two centres – we've chosen New York
    - Vibrant startup community, mobile apps bubble, very open to foreigners
  - ShoutEm opened lots of doors for Five Minutes services business
- Key factors
  - Investing in market presence
  - Distinctive products, continuous innovation, high-end technology
- Next steps
  - Continue investing in own products – separate R&D department
  - Keep pace with new technologies – education
  - Offer top class services, expertise, price/performance ratio