

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