



# APPRIVAL

MARKET INTEL TO WIN THE BATTLE

# TEAM



APPRIVAL



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**CEO**



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**R&D**



# WHAT IS APPRIVAL



Apprival provides market-intelligence  
platform on the entire mobile app  
economy

# COMPETITIVE LANDSCAPE



# MARKET KEY MILESTONES



APPRIVAL

## App Annie

### Key Stats

Parameter	
Founded	2010
# of Employees	250-500
Total Raised	\$94M in 6 rounds
Last Round	\$63M Led by Greenspring
Leads Investors	E.Ventures, IVP, Sequioa, Greycroft, Strive Capital
Acquisitions	Appscoth - 3/2016 - N/A \$ Mobidia - 5/2015 - N/A \$ Distimo - 5/2014 - \$39M

## SimilarWeb

### Key Stats

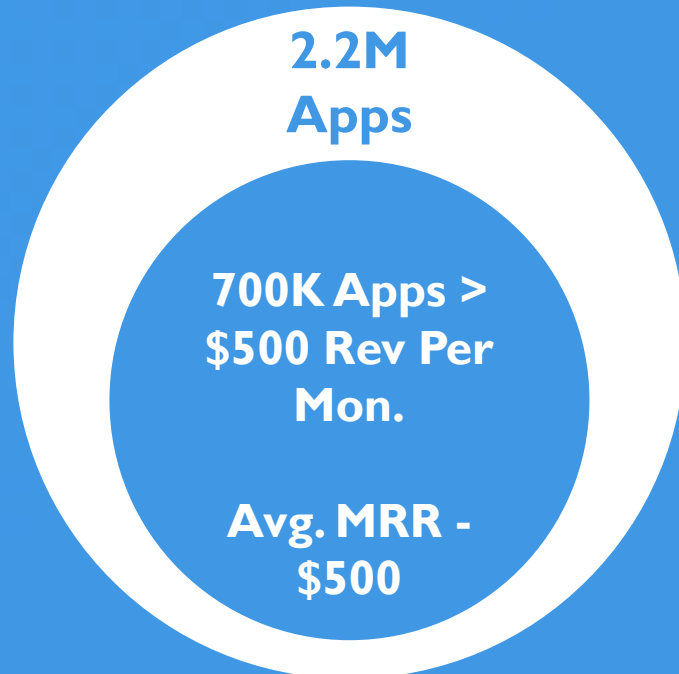
Parameter	
Founded	2007
# of Employees	250-500
Total Raised	\$65.2M in 7 rounds
Last Round	\$25M Led by Naspers
Leads Investors	Docor International, Yossi Vardi, Lord David Alliance
Acquisitions	Quetra - 3/2016 - 10 \$ Swavvy - 6/2015 - 2\$-\$4M TapDog - 3/2014 - \$2M-\$4M

# MARKET SIZE



## Market Size of \$4B Annually

### Mobile Apps



### Marketing Agencies



# BEYOND APP DASHBOARD



Usage  
Intelligence





Audience  
Analytics



Market Data  
& Keywords

# PRODUCT OVERVIEW



Parameter / Company	 APPRIVAL	<i>App Annie</i>	 SimilarWeb
Store data	✓	✓	✓
Usage ranking	✓	✓	✓
Sessions analytics	✓	✓	✓
Daily usage	✓	✓	✓
Daily active users	✓	✓	✓
App affinity	✓	✓	✓
Path analysis	✓	✗	✗
Audience interests	✓	✓	✓
Demographics	✓	✓	✓
<b>Price</b>	<b>\$500/mo.</b>	<b>\$20K - \$200K annually</b>	<b>\$20K - \$200K annually</b>



# PRICES / GO TO MARKET



APPRIVAL



APPRIVAL

\$49.00-  
\$500.00/  
per month

vs.

*App Annie*

\$1,200-  
\$12,000/  
per month

Annual commitment

 SimilarWeb

\$1,000-  
\$10,000/  
per month

Annual commitment



# PRICES / GO TO MARKET



APPRIVAL

My App



Freemium

*App Annie*

Premium



APPRIVAL



Competitors



APPRIVAL



*“if you know the enemy and know yourself  
you need not fear the result of a hundred  
battles”*

*- Sun Tzu, The art of war -*



APPRIVAL

MARKET INTEL TO WIN THE BATTLE

[Founders@apprival.io](mailto:Founders@apprival.io)

[www.approval.io](http://www.approval.io)



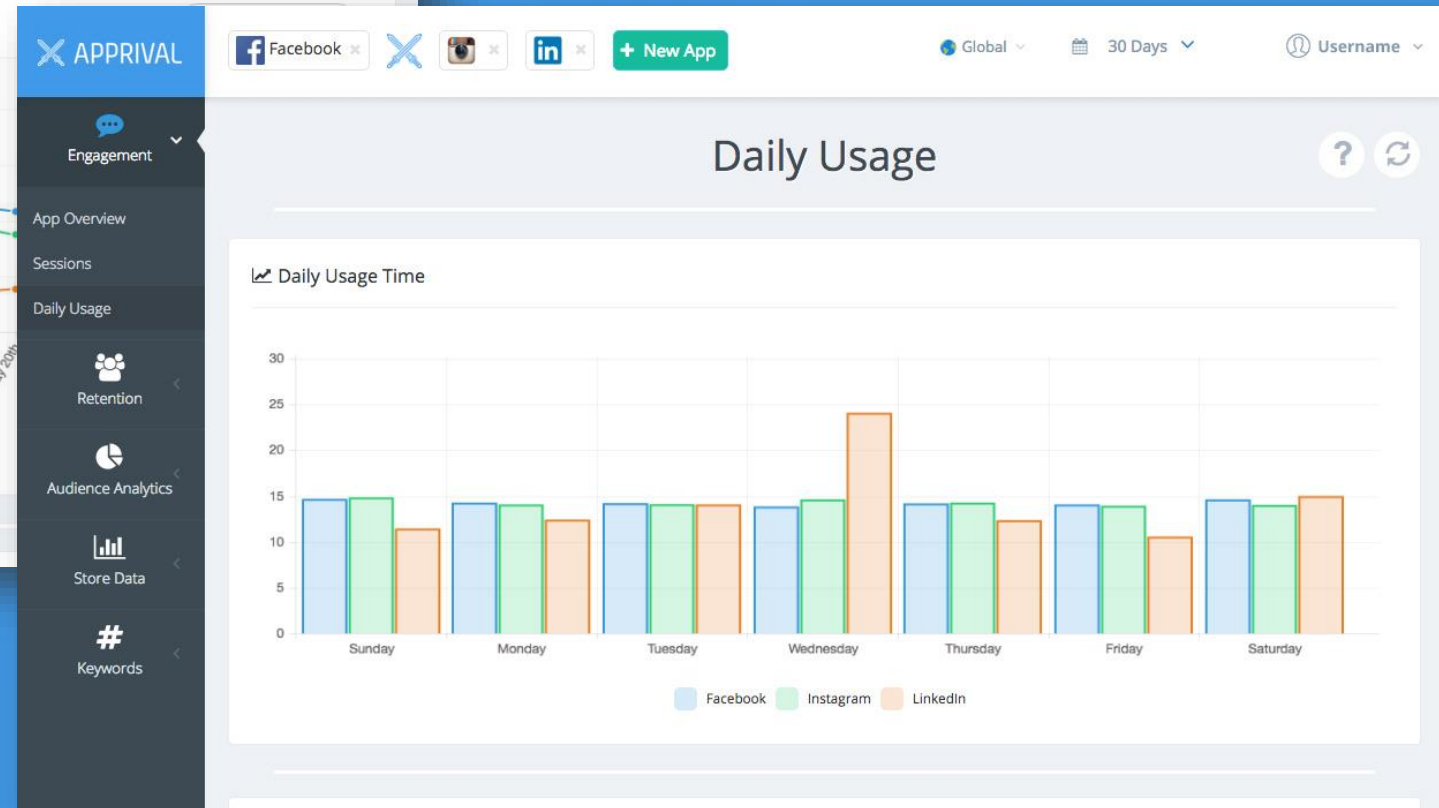
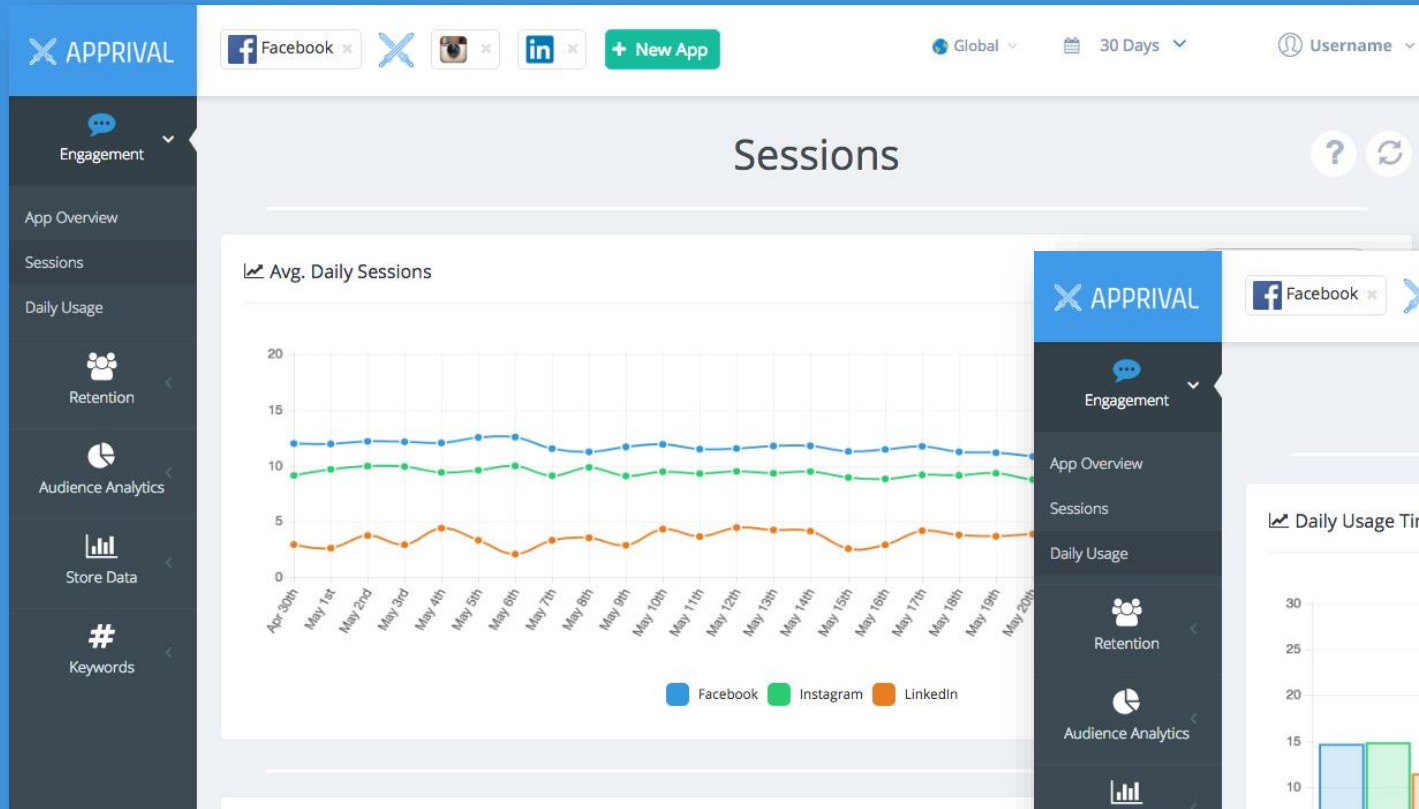
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# APPENDIX

# BEYOND APP DASHBOARD



APPRIVAL



# BEYOND APP DASHBOARD

