

developed

The App Economy Tour

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Developed | The App Economy Tour is a series of events that brings entrepreneurs, business leaders, industry experts, and local, state, and federal officials together for an eye-opening discussion on next-generation apps, game-changing mobile solutions, and innovations driving the app ecosystem. These events are an opportunity for developers and entrepreneurs, at any stage of the development or business cycle, to get more insight into how to build a brand, what rules and regulations they must be mindful of, how to get into app stores quickly and efficiently, and how to figure out what comes next in terms of funding streams and business opportunities.



New York, New York

Thursday, September 19, 2019

The app economy is a \$1.7 trillion ecosystem led by U.S. companies. The app marketplace is growing in areas outside of traditional tech hubs. In the United States, more than 83 percent of app companies are located outside of Silicon Valley, and 13 percent operate in rural or suburban areas.

Our second stop on Developed | The App Economy Tour took us to New York City. The five boroughs make up a thriving tech hub. Tech companies based in NYC span industries, sizes, solutions, and markets. New York City's startup community reflects the city's international nature. With a diverse workforce, company base, and sector-focus, the companies based in NYC have access to experts and insights unique to the city. The event on September 19th included a discussion featuring panelists representing the various components of the app ecosystem. They shared their thoughts on why NYC is a great place to start and grow your company.



Developed | Speakers

The panelists shared their experiences as developers or working with developers and answered questions on how increasing attention from policymakers may shape the next 10 years of the app revolution.

Developed | Panelists



Mark Liber is the vice president of business development at Kaia Health, focusing on the company's market entry and growth in the U.S. market. During the panel, Mark shared his experience helping Kaia Health (a German company) launch in the United States, finding resources in New York and related programs that are extremely helpful for small businesses, how Kaia Health has approached regulatory compliance, and how being on platforms has helped Kaia grow rapidly.



Jacob Yormak is founder and managing partner at Story Ventures, an early stage venture capital fund focused on companies at the intersection of data and machine intelligence. Jacob shared his experience working with startups that are solving problems around how we create, process, and utilize data. Jacob also shared his thoughts on how companies can impress investors during pitch meetings and questions startups can anticipate from potential funders.



Walei Sabry is the digital accessibility coordinator for the New York City Department of Information Technology and Telecommunications. During the panel, Walei shared his experiences and highlighted the work he does to make sure that the City of New York's digital products can be accessed by all. Walei shared his views on how companies can make their products more accessible including conducting website audits, providing staff awareness trainings, or talking directly to the disability community to learn more about their needs.



Nick Horowitz is a senior director in the Waxman Strategies technology practice and brings more than 12 years of public relations experience working with a broad portfolio of technology brands. During the panel, Nick shared tips and tricks startups can use to develop innovative brand messaging strategies and how to use features built into platforms or regulatory compliance measures as ways to help your company stand out.

Developed | Panel

The discussion covered a wide range of topics, including regulatory compliance and the importance of good privacy practices, workforce development and access to talent, and the robust accessibility resources available to developers in NYC. Panelists also highlighted the ways in which platforms have changed the app ecosystem, and each had a unique take on how to best utilize the features and offerings of platforms, whether to improve accessibility features, for business growth, or marketing a company.



Companies shouldn't be afraid of getting into regulated spaces like health and finance. As Jacob explained, VCs that are particularly interested in the potential of data "are excited to invest in highly regulated industries."



With the development of platforms, there is less friction between having an idea and getting your app into the market. It has also made it easier to get your product in the hands of customers. As Mark explained, "With platforms, we can bring chronic pain management to our customers and meet them where they are."



Making products optimized for every user is key. Walei shared a live demo of accessibility apps and features he uses to help him throughout the day. Companies based in NYC have access to an entire accessibility toolkit through the NYC Department of Information Technology and Telecommunications website.

<https://www1.nyc.gov/assets/mopd/downloads/pdf/dsf-toolkit.pdf>

"The apps that are successful are the ones that can say who they are and why." - Nick Horowitz

Developed | Your Backyard

When considering difficult policy issues, the first question you likely ask is, “how will this impact my constituents?” At Developed | NYC, we asked those questions directly to your constituents. During Developed events, Members of Congress and their staffs get to speak directly with small business constituents about the app ecosystem, their relationships with software platforms, and how regulations affect their ability to grow and create jobs. We are happy to facilitate the ongoing dialogue between your office and any of our panelists. Let us know if you would like more information on Developed | The App Economy Tour, the panelists from our NYC event, or how you can get more information on policy issues critical to small businesses in NYC.

“So many platforms have accessibility features. Platforms can support more accessibility by reaching out to developers and letting them know what exists on their platforms to create apps and software that are accessibility friendly.” - Walei Sabry



If you have any questions or would like more information, please reach out to the App Association's senior director for public policy, Graham Dufault.

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