Global Startup

MEXICO 2015, iLAB XALAPA

http://tiny.cc/GSLMEX15

MIT Global Startup
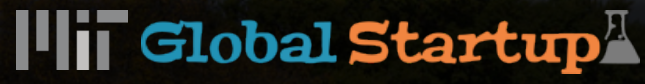
The World of Mobile Apps

Native, Hybrid or Web

Which is the best approach for you?

Native

Hybrid

Web

Browser Access

Written in HTML5 JavaScript and CSS3. Quick and cheap to develop, but less powerful than native.

Mobile Browser

Web Code

```
<!DOCTYPE html PUBLIC
<html>
<!--created 2003-12-12 -
<head><title>XYZ</title>
</head>
<body>
</p>
</body>
</html>
```

Browser Access

Hybrid Apps - Web

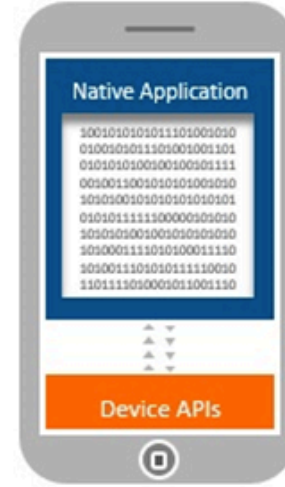HTML5 code and Worklight runtime libraries packaged within the app and executed in a native shell.

Native Shell

Web Code

```
<!DOCTYPE html PUBLIC
<html>
<!--created 2003-12-1
<head><title>XYZ</title
</head>
</body>
</html>
```

Device APIs

Downloadable

Hybrid Apps - Mixed

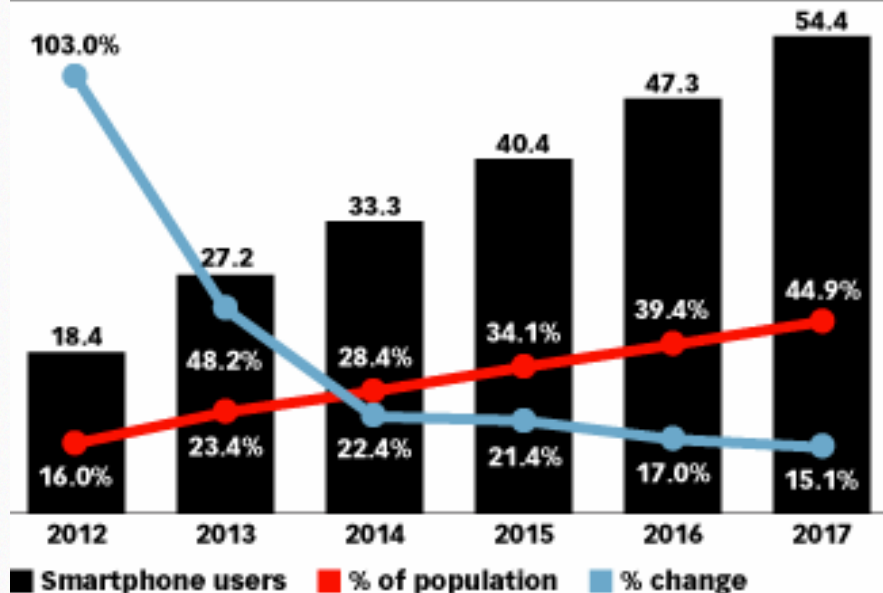User augments web code with native language for unique needs and maximized user experience.

Native Shell

Web	Native
<!DOCTY PE html PUBLIC created 2003-12 </p> </body> </html>	1001010 1000111 0303010 1010010 0300301 1100010 0100010

Device APIs

Downloadable

Native Apps

Platform-specific. Requires unique expertise, pricy and long to develop. Can deliver higher user experience.

Native Application

```
1001010101011100101
0100101011100100101
0101010100100101011
0010010010101010010
1010100101010101010
0101011111100000101
1010100100101010101
1010001110101000101
1010011101010111101
1101111010001011001
```

Device APIs

Downloadable

Smartphone Users in Mexico, 2012-2017
millions, % of population and % change

Year	Smartphone users	% of population	% change
2012	18.4	16.0%	103.0%
2013	27.2	23.4%	48.2%
2014	33.3	28.4%	22.4%
2015	40.4	34.1%	21.4%
2016	47.3	39.4%	17.0%
2017	54.4	44.9%	15.1%

■ Smartphone users ■ % of population ■ % change

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month
Source: eMarketer, Dec 2013
166835   www.**eMarketer**.com

Online Ad Revenues in Mexico, 2009-2013
millions of Mexican pesos and % change

Year	Online ad revenues	% change
2009	2,516	31%
2010	3,392	35%
2011	4,624	36%
2012	6,397	38%
2013	8,355	31%

■ Online ad revenues ■ % change
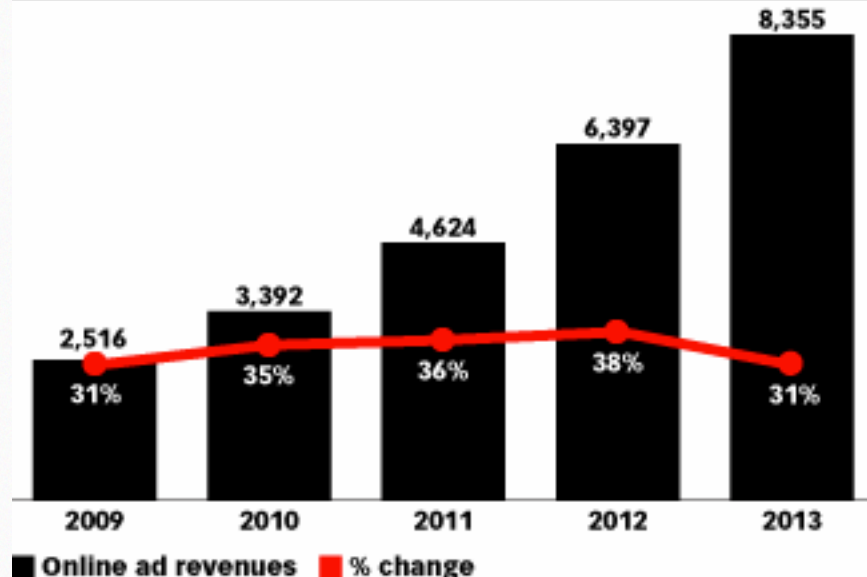
Source: Interactive Advertising Bureau México (IAB México) and PricewaterhouseCoopers (PwC), "Estudio de Inversión Publicitaria en Internet en México - Resultados de 2013," June 17, 2014
175689   www.**eMarketer**.com

Global Startup
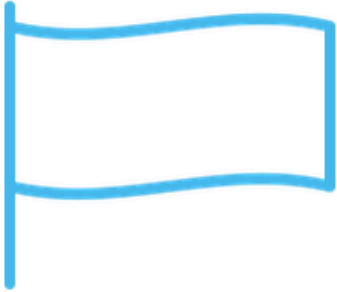
COUNTRY SIZE

Mexico's country area is 1,964,375 km² (14th largest country in the world)

POPULATION

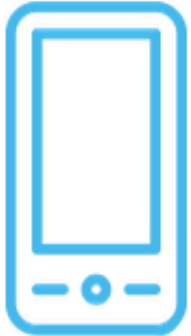Mexico has a population of 116,220,947 people.

MEDIAN AGE

Mexico has a total median age of 27.3 years of age.

Median age for men in Mexico: 26.3 years.

Median Age for Women in Mexico: 28.4 years (2014 est.).

SMARTPHONE PENETRATION

Smartphone penetration in Mexico is 43,001,751 which is 37% of mexico's population.

MOBILE USERS BEHAVIOUR

95% of smartphone users in Mexico search for local information on their phone.

91% of smartphone users in Mexico research products via their phone.

95% of smartphone users in Mexico search for local information on their phone.

Favorite Mobile App?

Tool 1: App Inventor

http://appinventor.mit.edu/explore/ai2/setup-emulator.html#step2

http://appinventor.mit.edu/explore/ai2/hellopurr.html

Tool 2: Google Material Design

https://www.youtube.com/watch?v=rrT6v5sOwJg

Tool 3: Android Studio

http://developer.android.com/sdk/index.html

Part 1:

Critique your favorite app. List the following:

- 3 unique/good features
- 3 improvements that would make the app better

Part 2:

Use the AppInventor to create a simple, fun and relevant mobile app

Homework Submission:

Part 1:

Email your answers to gslmexico@mit.edu by 30th June 5:00 PM

Email Subject: GSL Last Name Critique App

Part 2:

Email screenshot of your app and description to gslmexico@mit.edu by 1st July 5:00 PM

Email Subject: GSL Last Name AppInventor

References:

http://www.neomobile.com/mobile-market-mexico/

http://latam.portada-online.com/2014/02/10/mexico-leads-latin-america-smartphone-penetration-with-50-growth-in-2013/