



MEDIA RELEASE

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Oz experts create school to open \$53billion app economy to everyone

Sydney – Australian education startup [Applnstruct](#), has created an online course to teach everyone how to turn their app idea into a successful business. Applnstruct combines both the technology and commercial aspects of exploiting the mobile app economy.

Drawing on the expertise of leading mobile experts, the course teaches the technical skills needed - mobile system design, user experience, user interface design and software project management. Uniquely, it combines these with necessary commercial knowledge - app business models, fundraising, legal and marketing. Materials include exercise files to guide an entrepreneur's own planning and templates to get things started. All hosted online, to be studied at home, when it suits.

Nicholas Wright set about creating [Applnstruct](#) earlier this year, after leaving a legal career, when he was drawn to the opportunities presented by the flourishing app economy:

“There was nothing reputable on the market, for people with an app idea, or who felt their business needed an app, to skill themselves to a professional level. In talking with developers, I realised this represented a knowledge gap.”

[Applnstruct](#) is unique as it combines elements traditionally taught in computer science and business degrees, in promoting the critical thinking of its students.

The Course soft launched its Beta product in June and the first students are well progressed with their own apps. Amit Jaiswal, founder of [Foogi](#) (a calendar co-ordination app), has released their Android app into Google Play and is close to submitting their iOS7 app to the App Store:

“The Course and mentoring of the team has been a huge help. For those starting out, it's a tremendous way to understand the entire process before you begin, ultimately saving you \$1000s in lost time and mistakes.”

Richard Ing, co-founder of the app [Troopr](#) (helping friends co-ordinate their ski trips) commented:

“We started the Course assuming we'd make a native iPhone app. The Course helped us realise that a responsive web app actually better fitted our users' needs. Building on the wrong platform, would've been a \$30,000 mistake”.

Whilst the app stores have become competitive, Nic's sure the opportunities are still growing - with IDC predicting the tablets will outsell PCs by the end of 2015 and Vision Mobile predicting the app economy will triple in size to \$143billion in 2016.

About AppInstruct

Nicholas Wright co-founded the Course with Vijay Santhanam, Iain Dowling and Indy Chakrabarty – who between them have created many mobile apps, including the technically complex and highly rated Optus Recharge Now app for Australia's second largest mobile company.

Their own expertise was supplemented with that of domain experts Ash Donaldson, Claudia Sagripanti and Alan Zeino. Ash advises Commonwealth Bank of Australia on behaviour design and user experience, Claudia has advised on mobile marketing since the industry began (founding the industry body, AIMIA) and Alan taught at UNSW, before joining Yahoo's engineering team earlier this year.

For more information on AppInstruct and our [Media kit](#), please visit <http://appinstruct.com>

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