

Andrew
Hamilton
ZAPABLE TEAM



talks to



Burak
Özkösem
ZAPABLE CUSTOMER

Burak was a PhD student who really needed extra money to help fund his studies. With minimal work or sales experience he came across Zapable and decided to try building apps. Following a few sales he was approached by Face Book and given a grant of \$30,000. He hasn't looked back since!

Read Burak's story below...

Case Study: Burak Özkösem

Name: Burak is based in Montreal, Canada

Age: 39 Years Old


Previous Work History before Zapable: PhD Student

4 Apps Sold to date – In various niches including: Dance studios and Yoga practices.



Favourite Zapable Features:

 User Friendly

 Push Notifications

Click here to try Zapable

Start building apps today – Use this special link for a \$1 Trial.

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Andrew

Awesome. Really good. That's excellent. Pretty much nearly full-time you're doing app development and that sort of thing now with Zapable.

Yes.



Burak



Andrew

That's pretty impressive, excellent. You've been with us from the very start too, so that's great to hear as well, right from launch. Excellent. Well let's get into the nitty-gritty and can you tell us exactly how many apps you've created and specifically how many you've successfully sold so far?

Yes.



Burak



Andrew

As I discussed before this, we're going to take you through a little bit of a case study. You can tell us a little bit about your experience with Zapable and what apps you may have built and sold, and yeah, we'll take it away. To start with Burak, could you just tell us a little bit about yourself?

I finished my PhD in Experimental Surgery last year. Meanwhile, during the graduate school, because you learn a lot of stuff to do in the experiments and so on, but then you get specialized too deep and then you don't know anything else. It was my case and then in a way that I felt kind of stuck. Then with the graduate school, what are we going to do next? You spent so much time going in too deep, but then in the end, what if it doesn't work? You have no other profession. No other skills and nothing.

Then I start getting into a little bit coding, but I realized that it's very complicated. It's going to take me a really long time. Then I don't remember how, but I got into some invitation that was the Zapable, the launch. At that time, I was really interested in learning about the iOS development. I was taking some courses. That was the perfect timing. I was about to finish my PhD, so I was writing my thesis and at the same time I was just sitting in front of my computer pretty much all day.



Burak

Then I started getting into it, but then I realized that it's very long unless you had a mentor sitting with you or just doing together the development. That was a time that Zapable, the launch was on, and then I sign up and then I just start digging.



Burak

Yeah, it started like that. Basically with the PhD, I didn't have anything else in terms of crafts or skills. Then I realized that the app development in many ways is taking longer, so I realized that's a good opportunity. Then I didn't have the right tools. Then when I start playing with the Zapable platform, it just felt very simple, very user friendly. Then I got into it more.

The last year, then I upgraded my tracking, I did a few things, but pretty much most of my focus was on Zapable using Zapable to ... Actually it gave me the tools to learn how to communicate with people because before I never had to sell anything to anyone. It was a big life change for me.

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I created six in total, but then I was able to sell four of them. My first one was just a test, just to try. My second app was for a dance studio in New York City in that they wanted to have an app. Then through Facebook so somehow we connected. Then I start working on it. I was already doing it for my wife. A different niche, but just changed them. Yoga studio that leads to a dance studio.



Burak

I started with that and that was my first app and I was able to sell it. Of course, I had no idea how much to sell for. I Googled at that time and then people were writing, and then after I gave the price, then I saw at Zapable community forum that, oh, gosh, I should have read these things before and I should have asked during the forum. Then because everyone was in this other registration, but that was amazing to see that people are communicating with each other in the forum.

Anyway, so I missed that and it was like, uhh, lower 00:04:51. Then it was a really very low price, but I was able to have a maintenance fee so that I could change things and update things or a few things. They wanted to change a different ... Needed to get a different logo or so on. Total four I was able to sell at different prices. Yeah, and I'm looking for more. It's really good.



Burak



Andrew

Excellent. Fantastic. That's really good. You sold a few, so you've already mentioned one of them, the niches that you went into or niches for American colleagues, which is dance studio. Is that really [old 00:05:26] for dance studios or whatever?

Because the competition is high, but people have the repeat customers. Then that was the idea to kind of like customer retention. How do you keep them coming? Maybe you want to sign up. Maybe they are not interested now or they go on vacation. When they come back, you look for something. Just keep them coming. For the customer it's actually perfect sense. It's small, but yeah, just that was the closest one to me.



Burak



Andrew

Fantastic. Were there any other niches that you dipped into as well or ...

I did one on digital health. I did a little biology database, so then I tried to connect that. It was just like the ... How you say ... It didn't go well. I think people I sell this, there are a lot of regulations with the digital health. You cannot give any advice and so on. It was very tough to have the regulations. From App Store, I didn't get the approval, but I think I need to do a little bit better and then maybe it will be different. I'm working on it.



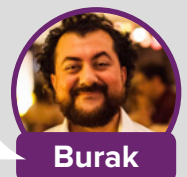
Burak



Andrew

Well exactly, exactly. It's always good to dip your feet in the water first and try these things. That's all good. Excellent. Well I suppose if we look at the dance studio one specifically then, did you directly approach your client or do you tend to directly approach them? Or would you say the majority come to you and what sort of market?

I know that ... Well Facebook, I start a page as an entrepreneur and an app developer. Then a couple of people saw that. I think they shared it with their friends. It went all the way to New York City and then someone wrote me and he said, well, you know my friend Jackie, she's going to call you. I got a phone call and then they were interested, but they had no idea. They asked a few people, a few agencies. They gave a quote for like \$50,000. They were just like it's not really out of our target. Then when we start talking, then the price I ... My proposal was very tempting I think and they liked it. That's how I started. It's through the Facebook I think through friends and friends. That time I didn't put ad on Facebook, but now I have ads running-



Burak



Andrew

Cool, cool.

Non-stop, yeah.



Burak



Andrew

Excellent. Facebook advertising. For that one, though, it was just the page. That's pretty impressive. I presume, Burak, do you have your own website or ...

Actually, I have a website right now but I still didn't put much because when I see people want to try the apps, so I send them to App Store links. I just say, go ahead. These are the ones. These are the proofs that actually four of my apps are in the Apple Store or Google Play. They go there and then they check, they download the apps. They give it a try. That's how I go, but I didn't do anything with the website yet. I got the domain name and everything, but it's just waiting there.



Burak

How we met Burak...

Burak is one of our our most successful members and his business continues to grow from strength to strength. Before this interview we heard from him in a review that he gave us for Zapable. We read about his \$30,000 Face Book grant and we just had to speak with him!

Check it out below:



Burak • 6 days ago

Facebook gave him a \$30,000 Grant



Curious to learn to build Apps? Zapable is the most convenient platform to kickstart your app business. My App business has been accepted to the Bootstrap track of FbStart, Facebook's program to help mobile startups succeed. My app business was chosen because of its impressive development so far and its potential for continued growth. FB gave \$30,000. This happened thanks to Zapable. As a startup in App building business, I think that Zapable is getting better and better each day. I have built 3 apps in different niches which helped me earn residual income in addition to app fees. I'm currently developing two new apps for international clients. So far, I've learned a lot from Zapable tools and their support desk. If you are not confident about coding, or no idea where to start, Zapable is the best platform for you. With a minimum investment and friendly interface makes the learning curve not steep at all.

[To test drive Zapable for yourself, why not take advantage of our Limited Time \\$1 Trial and click here now](#)



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Andrew

It's really useful to hear. I've spoken to many people who have different techniques for how they do it. It just goes to show that you don't necessarily have to have a website for it to work. That's great. Excellent. I guess the big question that everybody will want to know is how specifically did you price your apps? Were you prepared to negotiate with your clients? Did you have a set? This is how much it costs. If you want these extra features, it's this much more, or did you tailor it to your client?



Burak

If I skip the first one because I had no idea. Then the second one, I was like, okay, I had more like the low high, what can I do? Of course, depending on the program ... Depending on what you're going to be offering.

What I was able to do was ranging from \$500 to \$1600 I thought for myself, only if they want something very, very specific or they sent a lot of push notifications and so on. I separated the push notification pricing. What I did, I kept the app, the developing fee a little bit lower than I think what people were suggesting, but then I increased monthly the maintenance fee. Because at the moment, I said at the moment, if you don't want to update, then no information will come to your app. It has to be kind of like a subscription. The highest one was \$1600. That then required a lot of video integration and the audio files. Then with the push notifications, they have high volume I think. They wanted to send almost twice or three times a week.

What I did was, okay, it's so your maximum you have one per week, but if you want more than once per week, then you have a little bit higher plan if you want to sign up. Then they thought this, okay, you know what? We're going to need definitely more than one. Instead of ... Basically it was at \$79 per month, so I topped it to \$99 a month.



Andrew

Perfect. Good strategy.

That was it. I hear that people are charging different prices, but I think it's depending on what kind of app it's going to be, how complex it's going to be. Then-



Burak



Andrew

Yeah, absolutely.

If you have already the app, let's say, I made one app for a dance studio and then another dance studio or ... I don't know ... Some martial arts studio wants it, then it will be really easy to tweak things for me. It will be easier I think. If someone wants from scratch or there is a lot of graphics involved, then I think I would charge more.



Burak



Andrew

Well it makes sense and we hear that a lot. It's always very, very difficult, especially for new people to just know and be confident with what they price their apps for. A lot of people think you've got to go in quite low. You bring a lot of work into these things. You shouldn't be ashamed to be able to charge a premium for them. It's great to hear that. It's really good to hear that Burak. Excellent.

Zapable specifically then, how did you find it as a product and is there anything in particular that you really like about it?

“I’ve tried other platforms in the past, but I think Zapable was the easiest to start with”

I really like especially one ... My favorite is in Zapable it's the most user friendly. It's easy to understand things accurately. I've tried other platforms in the past, but I think Zapable was the easiest to start with and then easy to get one app out there, the quickest one. Then the quality was fine. The apps don't crash as I get a crash report. It doesn't crash.



Burak

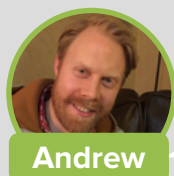
Then one of the best things I think when it has a push notification option. You don't have to give the push notification page to your client, but you can send them to a white label page. They have their own password. They have the link.



Andrew

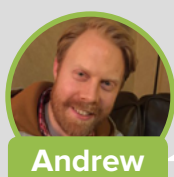
Perfect.

So that it's nothing to do with Zapable or any other company. They don't see where it's coming from. It's just for themselves. Then they can set as many as push notifications depending on their plan.



Excellent.

Those are the two awesome features I think. I love Craig. He's always the support. He's amazing.



Fantastic. He'll be happy to hear that. I know he takes a lot of pride at what he does, so that's great. Excellent. That's good to hear Burak. Then the next question was how do you find support? How do you find the online community? I presume you're a member of the community.

Yes, yes. In the forum, pretty much I tried to be active and then if someone is asking question, maybe I asked a similar question in the past or I had a similar problem. Then maybe from support someone already answered to me to my support ticket because there are other ask in the forum, but sometimes it's easier to ask in support ticket. Then you share the information in the forum.

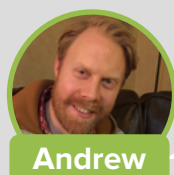


That's what I did a few times. I was the one asking question that I didn't understand or I'm at work somehow. I think it's growing, but then if people are more active, there will be a lot of information sharing that's going to be happening. Then if you have any questions, then there's always one person that is with a question in the past. It's easy to get information easier and faster.



No, that's good to hear. It's something that we're really, really concentrating on at the moment at Zapable. I think even we were a bit surprised at just how valuable the online communities turned out to be when we started off. We didn't think it would be as big, and people get really passionate. We're so proud to see that. That's great. I think as it grows bigger as well, as you say, and get more active users, it's going to kind of grow up on its own. It's excellent. We're really pleased about it personally. That's good.

Totally.



Just to finish it off Burak, simple and short like last, if you could give one piece of advice that any of the new Zapable members who want to sell their own apps, what do you think it would be?

I would say one thing. Just get one app maybe for yourself or just choose something randomly from the Yellow Pages or somewhere. Just choose one niche and just give it a try. Then just make the app and then along the way, it's a learning curve of course, but it's very easy. Then just be active in the forum as much as possible. You will get most of your answers there. Then I think just giving it a try instead of waiting to perfect the app I think will be the ideal because then your next app will be better. I would say just start ... Sit down, take several hours with you and then you will see that you have a product.



Burak

Excellent. That's great advice. Spot on. Fantastic. Well that's really it from us. That kind of wraps it up. Thanks so much for your time, Burak.



Andrew

Thanks Andrew.



Burak

I'm sure everyone will find it very useful.



Andrew

Yeah, I'll see you guys in the forum.



Burak



An App business expert with absolutely zero experience. A matter of weeks is all it took before Burak was selling apps and was awarded a \$30,000 grant from Face book. Here at Zapable, we pride ourselves on the quality of service that we supply and Burak is the perfect example of what can be achieved.

Now, what's stopping you from starting your own App Business?

[Click here to activate your special '7 Day' \\$1 trial of Zapable, it's time to get started.](#)