



Now that you've made your vision board and mapped out your roadmap for success, the time has come to start obtaining all the necessary gear and equipment you'll need to be successful in the app industry. This lesson goes over everything you'll need to have at your disposal in order to dominate the market.

## Getting Started

- **Hardware:** With a PC, you can create only Android applications. With a Mac, you can create both Android and Apple apps. Apple makes app creation much easier, so it is the recommended system for entrepreneurs in the app industry. For a Mac, you'll want an OS X, 10+, Intel based, with at least 2 megs of RAM and 10 gigabytes free. To run Android hardware, you'll need 2 gigs of RAM and 10 gigs of hard drive.
- **Software:** X Code is Apple's application building software, and clips are Android's version of app building software.
- **Devices:** You'll need a device that you can test on. If you already have one, just use that. Apple devices include iPhone, iPad, iPod, or whatever else is coming out. For Android, choose what most people are going to have— usually Samsung or Nexus.
- **Budget:** In terms of budget, numbers are a moving target. The bare bones on the Mac side is to buy a Mac Mini and a cheap monitor, download X Code, then buy a used iPhone from Glide.com, eBay, or Craigslist. Similarly on the PC side, buy a Dell computer and a cheap monitor, download Eclipse from Google's website, then buy a used Android device.

## Management Tools

Management is the fun part of the app business! Make sure to obtain these tools to help you manage your business successfully.



- **Repository:** Your repository is where you store everything. Everyone who has lost their hard drive knows to store as much as possible in the cloud. Dropbox and Github are good options.
- **Communication:** Skype is a necessary evil for team coordination. Slack has eliminated internal email by creating team channels; it's a game changer. Join.me is a great medium for screen sharing, video chat, and shared access.
- **Documentation:** There are two reasons for documentation: Standard Operating Procedures and organizing your business. Jing is good for screenshots and video walkthroughs. Google Drive is similar to Dropbox and excellent for word processing, spreadsheets, and surveys. QuickTime is good for playing back videos or recording audio. Reflector creates a version of your device and displays it on your computer screen. Camtasia and Snapz Pro X are nice for screen grabbing.
- **Design:** Photoshop Illustrator is expensive, but helpful. For editing audio or mixing tracks, try Garageband, Logic, or Logic Pro. iMovie is a great video editor.
- **Project Management:** Asana is a free timeline manager that assigns tasks and deadlines while maintaining transparency. Base Camp is one of the biggest out there. Trello is a free option that provides workflows. Your success at project management will depend on training, buy in, and use by team members.

## Takeaways

- Review the Apple and Google Play developer portals.
- For wireframes and mockups, see POP, Fluid UI, or Balsamic.
- Start small and stay lean. Use as much free stuff as you possibly can. It's so much



better to invest your time, get really good processes and really good systems, than to try to solve them by throwing really good software at them. It just never works.

- Stay organized— technology won't solve a bad process or sell a bad product.

Try to get yourself set up with all the tools you need. The better prepared you are, the more successful you will be!