



Your developer account is the bridge between your computer and app stores. On the world wide web, you only need a domain to go live; however, in app stores you must be a registered developer. This lesson goes over how to create your developer account.

Importance of a Developer Account

A developer account is extremely important. The account facilitates payment, taxes, permission slips, provisioning profiles, certificates, etc. Costs vary between platforms. There are many other platforms, and prices do change over time, so do your homework. Apple is \$99 a year for basic IOS. Google Play is a one-time \$25. Amazon is free. For Windows, it's \$19/individual and \$199/company.

You can identify your structure in different ways:

- Individual Setup—as a sole proprietor, you are a small business owner represented by name in the app store and social security number in the financial background. You receive full access and perks with revenue taxed under your personal tax return.
- Company Setup—although company setup is complicated and may take from 2 days to 2 weeks to verify your D-U-N-S number, it offers greater legal protection and more advantageous tax structure.

If and when you transition from sole proprietor to company, ask your CPA or attorney if whether an LLC, S-Corporation, or C-Corp is best for what you're doing. Get their advice before making a decision.

When developing your company name, consider it as a branded website rather than a business name.



Remember to:

- Take some time to mull it over without overthinking it. You won't be required to immediately register your company with your state.
- Ask yourself, "Who am I trying to appeal to? What am I selling?"
- Keep it simple.
- Don't get cute with keywords.

Apple Setup

Follow these instructions to set up your developer account using Apple:

1. If you're enrolling as a company or organization, obtain a D-U-N-S number ahead of time from Dunn and Bradstreet at <http://www.dnb.com/get-a-duns-number.html>.
2. Go to <https://developer.apple/programs/enroll>.
3. Choose IOS for devices such as iPhones, iPads, iTunes, etc.
4. If you don't have an Apple ID already, create one using an email address and credit card, and have your D-U-N-S number ready if registering as a company.
5. Sign in with your Apple ID.
6. Read and agree.
7. Select entity type.
8. Enter legally binding, verifiable contact information.
9. Agree to licensing terms.



10. Review your entries and accept.
11. From the Shopping Cart, pay your \$99 fee.
12. From the Member Center, set up legal, tax, and banking information. Again, keep in mind that D-U-N-S numbers may take from 2 days to 2 weeks to verify.

Google Play Setup

Google's setup is an "approve first and correct later" experience that will allow app publishing almost immediately upon verification.

Follow these instructions to set up your developer account using Google Play:

1. If you don't have a Google email address already, get one at www.gmail.com.
2. Go to <https://play.google.com/apps/publish/signup>.
3. Follow setup instructions using your Gmail address.
4. Read and accept the developer distribution agreement.
5. Pay the \$25 registration fee using Google Wallet.
6. Enter your account details. Keep in mind that it's good to include keywords in your developer name, but know that only 50 characters will be visible to customers.
7. Enter tax and banking information. Google does not require a D-U-N-S number to register as a company, and you should be verified within 1 to 2 hours.

Multiple Accounts

You can have the same name and bank account across multiple stores. However, there are reasons - such as clear bookkeeping, international regulations, and unique tax rates - to



have multiple developer accounts. Furthermore, if you can get by with few bank accounts, do so.

- Consult an attorney, accountant, or CPA for the ins and outs.
- Using the same computer for multiple accounts isn't a problem.
- Your data must be managed by a third party, and Apptopia is good at monitoring multiple accounts and generating metrics.
- Bench.com is a basic \$10/month accounting service that will advise you at startup how to structure your accounts.

Administrative

Finally, get your office function organized. Place your materials and administrative information in Dropbox or a spreadsheet. Store information where you can find it later.

Congratulations on finishing the first Module of App Empire 2.0! Your journey to become a successful entrepreneur is underway and this is just the beginning. Make sure to complete all necessary steps in this module before moving on to the next one.