

People Technology Foundation (PTF) is an international nonprofit providing thought leadership and innovative initiatives to promote technology that improves lives and spurs economic development.

The foundation, a 501(c)(3) founded in 1993, has supported a number of global programs designed to facilitate the development of information technology, with an emphasis on the US and Eastern Europe. PTF has received funding from notable organizations such as The Margaret Thatcher Foundation as well as from the State of New Jersey.

Why use the People Technology Foundation App Incubator Marketplace



A highlight of the PTF's first project was Margaret Thatcher's visit. In the 1990s, with her foundation's help, PTF hosted computer science majors from Romania each summer, finding them IT internships in US businesses. The goal was to help former Eastern Bloc countries transition to capitalism and promote the growth of high tech businesses in Eastern Europe.



Celebrating its 20th Anniversary

frank.ponzio@peopletechnologyfoundation.org
908.812.7079

www.peopletechnologyfoundation.org

© 2013 People Technology Foundation
All Rights Reserved

People Technology Foundation
Technology for the living.

The foundation's focus areas are:

- Technology for the living
- Civic use of the Internet
- Educational exchange
- Eastern European country transition

Innovative App Incubator Marketplace

IT developers, such as small independent app developers, need to test market their offerings by having users try them, capturing feedback and comments, and collect utilization statistics. They also often need funding to get their apps to market.

The PTF Incubator Marketplace platform provides all of the above, plus it:

- Assists developers to garner financial support through targeted, tax-free donations collected by the PTF
- Enables developers to achieve flexible control through enhanced secure app utilization technology based on date and temporal- and count-based parameters
- Eliminates the need for developers to administer names and passwords

The App Incubator Marketplace provides a simple, quick, and easy approach to test market apps under the auspices of a not for profit foundation. It enables a low cost entrance into markets while preserving the developer's ownership and independence.

Society benefits by accelerating the ability of new, innovative, independent apps to reach a test market, thereby helping spur economic development.

The PTF Incubator Marketplace platform can also be used for web services such as SaaS (on-demand) software, PaaS and AaaS.

What are the benefits?

Using the innovative incubator platform for a test marketplace benefits both society and developers.

- Encourages and incentivizes innovative app development.
- Eliminates the business criteria of economic viability as a factor at this critical stage.
- Gives potential users and potential business partners ready access to apps.
- Facilitates economic development.
- Facilitates savings, which can be used to improve apps.
- Positions market testing as a not for profit activity.
- Provides use statistics to improve the offering.
- Accommodates walk-up, reserve and invited usage.
- Enhances developers' control of market testing.
- Eliminates user registration by developers.

No costly investment to get started

No additional IT resources and no additional IT infrastructure are required. Developers use their current hosting service with no modifications to the app.

Based on successful technology experiences

The App Incubator Marketplace platform is a web app service. Key features:

- Cloud-based service
- Open app hosting
- Quick on/quick off service
- Based on advanced technologies

How it works...

1. *Developers register the app with the incubator platform.*
2. *The app can be made openly available or designated users can be invited to participate.*
3. *Users link to the app. When they access the URL an incubator extension is invoked. After ID information is collected the PTF App Incubator Marketplace forwards the connection to the developer's hosting service.*
4. *User comments, donations, and use statistics are sent by PTF to developers.*

For more information

Contact:

frank.ponzio@peopletechnologyfoundation.com

1.908.812.7079