

HORIZON
2020

Launching the First Open Source Mobile Content Management System for Apps

Fact Sheet

Project Information

King of App

Grant agreement ID: 726743

DOI

[10.3030/726743](https://doi.org/10.3030/726743) 

Project closed

EC signature date

13 July 2016

Start date

1 August 2016

End date

31 July 2018

Funded under

INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

Total cost

€ 1 856 985,00

EU contribution

€ 1 299 889,50

Coordinated by

KING OF APP SL



Spain

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Objective

King of App is the first and only CMS for mobile apps, just as Wordpress is for websites. King of App allows even users with little coding experience to create mobile apps for iOS and Android in 9 simple steps. Experienced designers and programmers will be able to use this flexible CMS for mobile apps to customize, adjust and create any additional modules and templates for their clients or to sell them through the King of App embedded store.

King of App v.1.0 is the only CMS for mobile apps. King of App v1.1 (launch date 25 September 2015) is open source and is creating a huge open source community. Conceptually, we will follow the same business model as Wordpress and thereby prove ourselves in the market.

The overall objective of Phase II is to upgrade the existing product to v2.0. The current open source v1.1 has 26 and is ready to engage the developer community and users. The upgrade consists of creating additional functionalities and options, upgrading v1.1 to accommodate further technologies such as ReactJS and JQuery Mobile and improving the user experience. We have already completed the following feasibility actions: technological feasibility, work plan for Phase II and an assessment of the market, business model, risks, IP and created a Business Plan.

The mobile app market is growing to a \$77 billion industry with 50% of users paying for the app downloaded. Companies also profit from offering their apps for free as apps can boost their revenue by directly connecting them with their customers. We will follow a freemium business model with a) additional paid services for the developer community such as professional technical support, training and compilation and b) a commission from anything sold in the embedded store. This will allow us to boost our company growth and create new jobs. King of App will help other SMEs grow faster through the usage of mobile apps, which they are not able to afford now.

Fields of science (EuroSciVoc)

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Programme(s)

Topic(s)

[SMEInst-01-2016-2017 - Open Disruptive Innovation Scheme](#)

Call for proposal

[H2020-SMEInst-2016-2017](#)

[See other projects for this call](#)

Sub call

H2020-SMEINST-2-2016-2017

Funding Scheme

[SME-2 - SME instrument phase 2](#)

Coordinator



KING OF APP SL

Net EU contribution

€ 1 299 889,50

Total cost

€ 1 856 985,00

Address

CALLE VIZCONDE DE MATAMALA 12 BAJOS

28028 LLEIDA

 **Spain** 

SME 

Yes

Region

Comunidad de Madrid > Comunidad de Madrid > Madrid

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

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Last update: 12 August 2022

Permalink: <https://cordis.europa.eu/project/id/726743>

European Union, 2025