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Business App Challenge to inspire small business owners and operators to bring their products and services to mobile platforms.

May. 25, 2015



The company behind the app-building system [Appsbar](#) has created the Small Business App Challenge to inspire small business owners and operators to bring their products and services to mobile platforms.

The contest (www.appbusinesschallenge.com) was launched earlier in the month and announced on the company's contest portal.

Launched in 2011, Appsbar opened up the mobile marketing category for small and medium-size businesses by allowing them to develop and distribute mobile apps for free using the dynamic app building template at appsbar.com.

The service has since proven to be a boon for all users that were previously locked out

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mobile space. The customizable apps are developed with Appsbar's free and easy-to-use app builder and allow the user to upload photos and videos of products and services for a custom app that can be shared with anyone.

Apps can be built using any mobile platform, including Android, iPhone, and Windows phones.

The prize winner will be determined by activations, with the largest number of activations being eligible for both weekly prizes and the \$100,000 grand prize. Contest runs through Dec. 31, 2015.

Appsbar's user-base has grown internationally and in 2015 surpassed over one million subscribers making it one of the world's most popular app building platforms. In 2013 Appsbar added mobile capabilities to its offerings, allowing users to create, edit, and publish apps directly from a smartphone or tablet, making it the only app building platform with mobile build out capabilities.

The addition of a mobile version signals another innovation by the Deerfield Beach, FL firm which has been awarded 14 patents by the United States Patent and Trademark Office for mobile application development systems, the most recent for a specialized app development platform.

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