



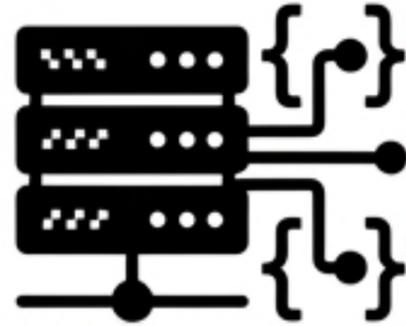
Greg Isenberg @gregisenberg

**How to make \$10M in 365 days with
'AI mobile apps'**

**Here's the EXACT playbook someone
will use to make \$10M+ in 2026
rebuilding existing mobile apps.**

THE GOLD RUSH HASN'T ENDED. IT JUST SHIFTED.

THEN (2021)



The Tech Barrier

\$500,000

Cost to ship an MVP. Required a dev team and VC funding.

NOW (2026)



The Idea Barrier

\$20

Cost to ship an MVP. The new moat is Idea + Marketing.

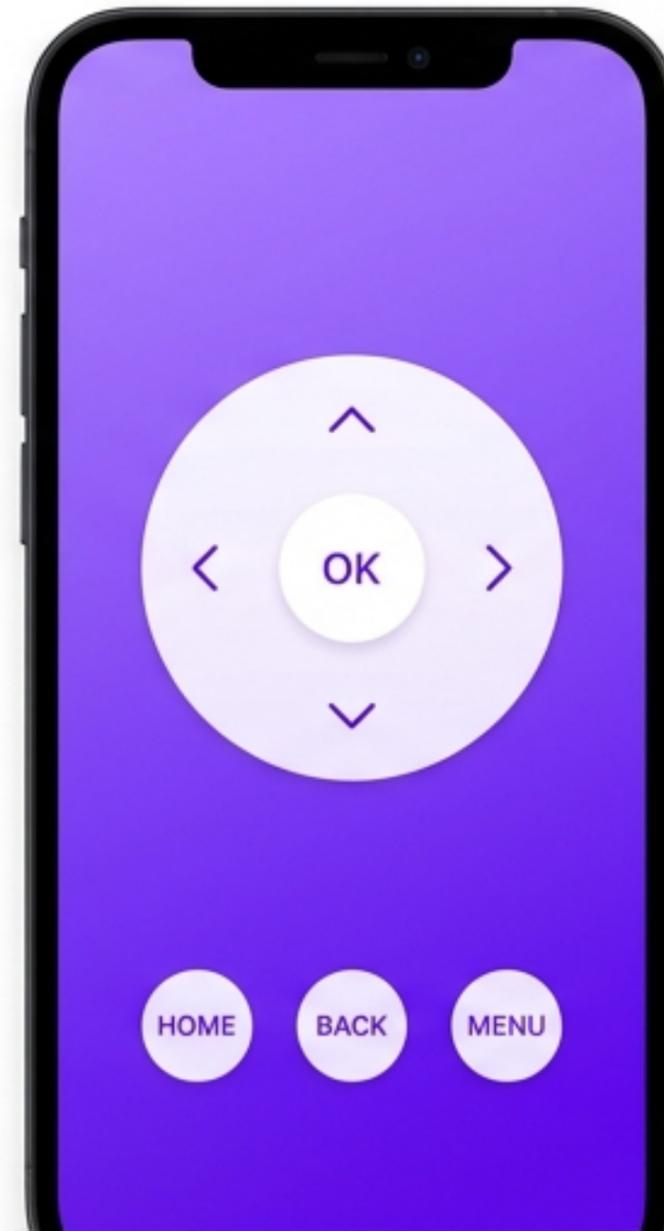
You don't need to invent new behaviors. You just need to fix broken experiences.

If You Hate It, But You Need It—That's The Opportunity.

THE REALITY: PREDATORY CLUTTER



THE FIX: A TOOL THAT WORKS



I created a TV remote app because the existing options were subscription traps for a basic utility.

This wasn't a unique problem. It was a market gap disguised as a crowded category.

The Signal: **High downloads + Angry reviews + Users forced to pay.**

PHASE 1: HUNT FOR “HATED UTILITY”

- Monthly Revenue: \$50k - \$200k (Stable) 
- App Store Rating: < 4 Stars 
- Price Point: \$10 - \$30 / month 
- Last Updated: > 6 Months Ago 

THE GOLDEN SIGNAL:

High Revenue Per Download +
Low Star Rating = Users hate the interface but need the utility.

The Audit: Why Users Leave 1-Star Reviews

Technical Debt



- Login loops & forgotten passwords
- Crashes on basic functions
- Slow load times

Hostile UX



- Cumbersome registration forms
- Unskippable animations
- Buried core features

Value Gap



- Upload and wait workflows
- Dated interfaces (2015 aesthetic)
- Manual sorting required

Bottom Line: You don't need to rebuild the whole app. You just need to fix the one thing users hate most.

Boring Categories Print Cash.

Case Study: A developer makes \$500k/month by building a louder alarm clock.

Millions wanted it.
Thousands paid for it.

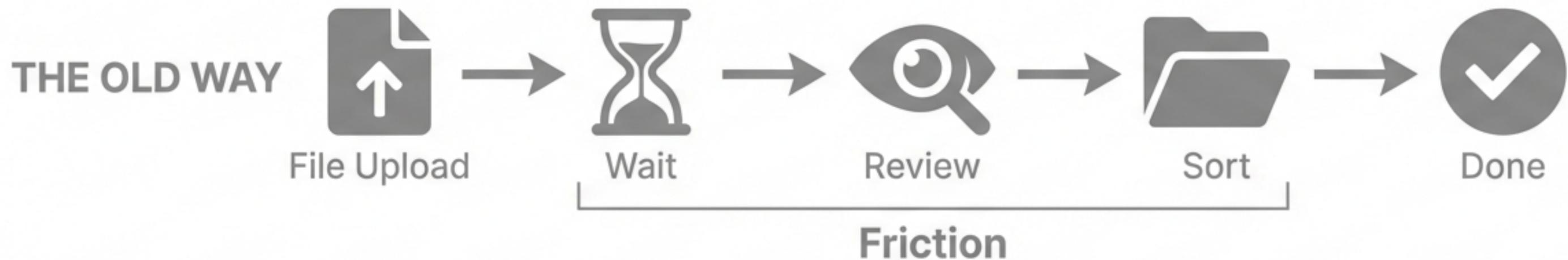
The incumbents were too complex.



The “Boring” Rule:

1. Focus on Utilities, Productivity, Professional Tools.
2. Avoid Platform Risk (Don't build on APIs you don't control).
3. Copy what works and make it 10x better.

Phase 2: The AI Upgrade (Collapse the Workflow)



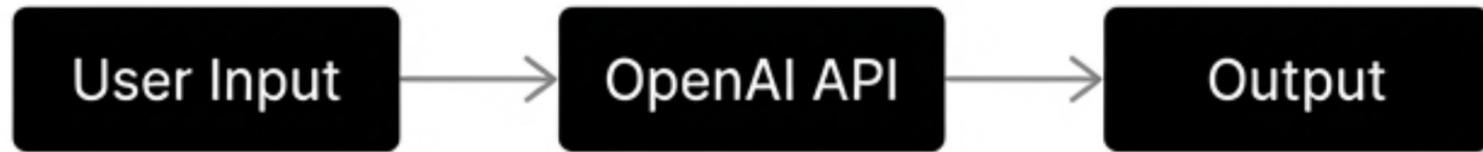
Where to insert AI:

1. "Upload and wait" experiences.
2. Manual categorization and tagging.
3. Dashboards that require interpretation.

"AI fits best when it collapses steps, not when it replaces judgment. Don't make them think. Make them review."

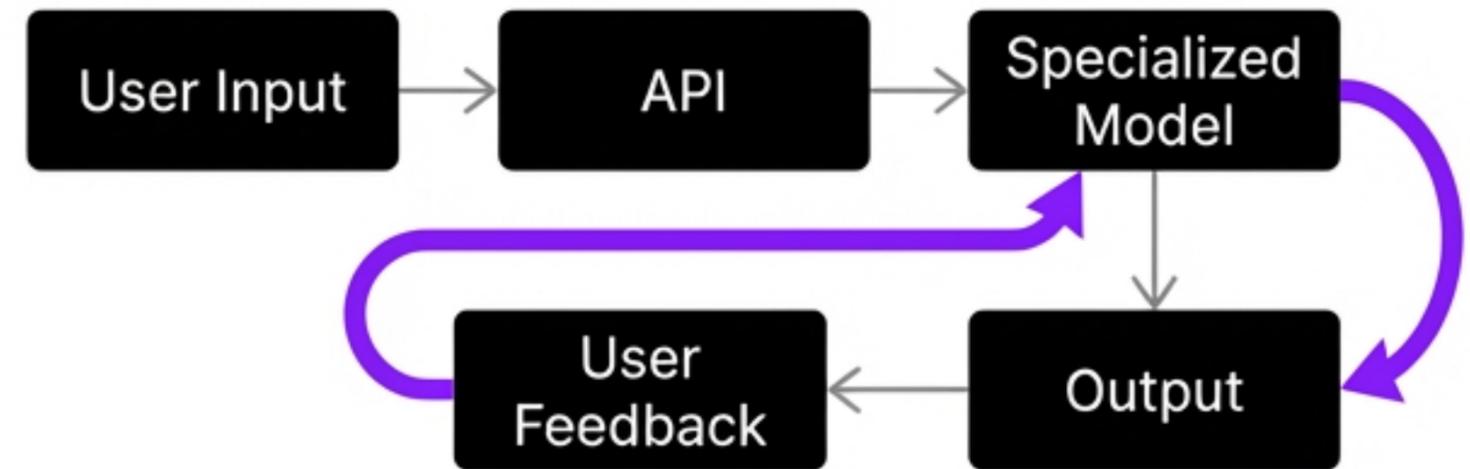
Wrapper vs. AI-Native: Building a Moat.

THE WRAPPER (Fragile)



Rented Intelligence. Commodity.
Easily Copied.

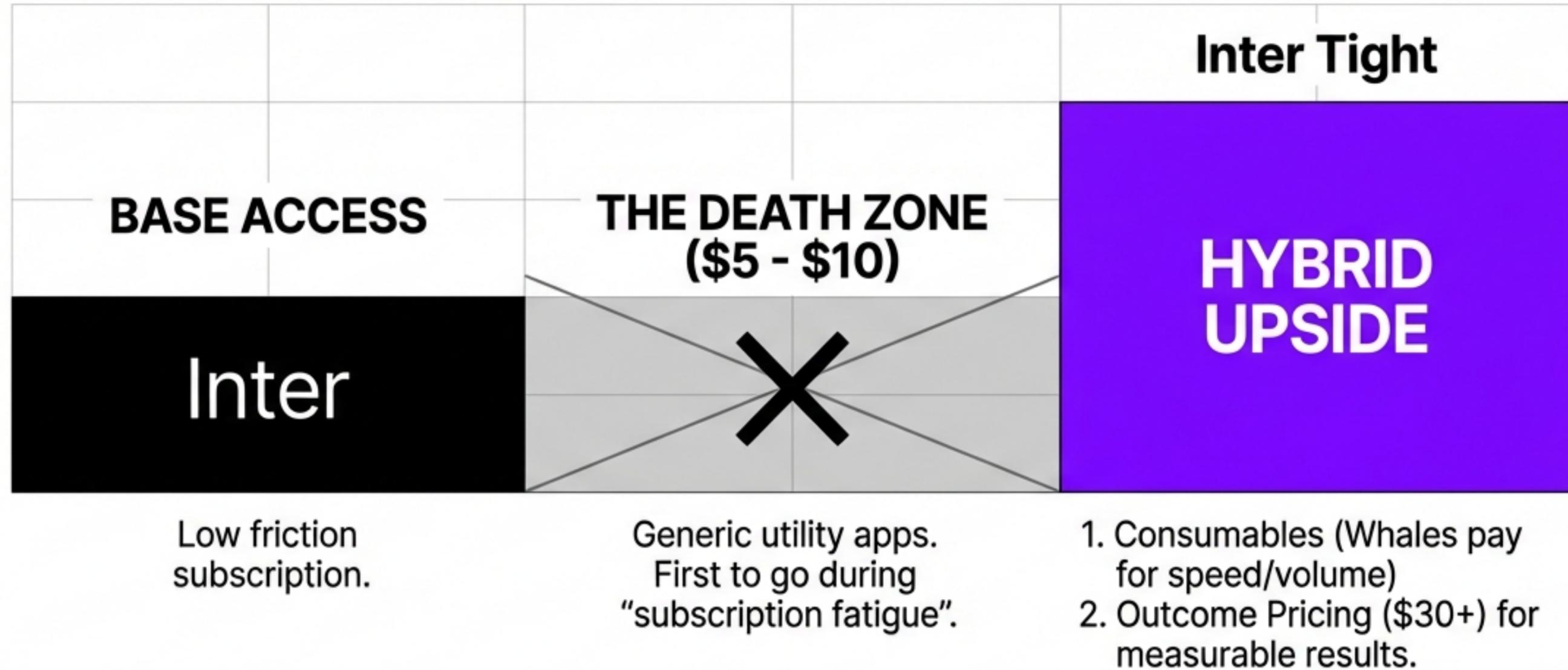
AI-NATIVE (Defensible)



Data Flywheel. Defensible.
Usage improves the product.

If a competitor can replicate your feature by calling the same API, you have no business.

Phase 3: The 2026 InterTight Monetization Playbook.



The smartest apps in 2026 refuse to choose a single revenue stream. Combine Base Access + High-Ticket Outcomes.

The Margin Hack: Web-to-App Billing

APP STORE BILLING

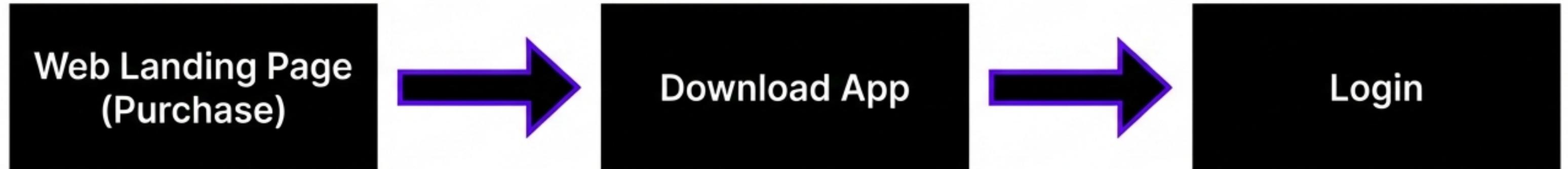
\$100 Revenue
- 30% Apple Tax

= \$70 Net

WEB-TO-APP STRATEGY

\$100 Revenue
- 3% Stripe Fee

= \$97 Net



Strategy: Drive traffic to mobile web for purchase. Gain +25% margin immediately to reinvest in growth.

Phase 4: Distribution (Find the Secret Tools)



TikTok Shop Arbitrage

Pay **~\$5 CPM** for B2C distribution. Target impulse buys.



The Secret Tool Search

Find utilities creators use privately but never share. Solve shareable problems.

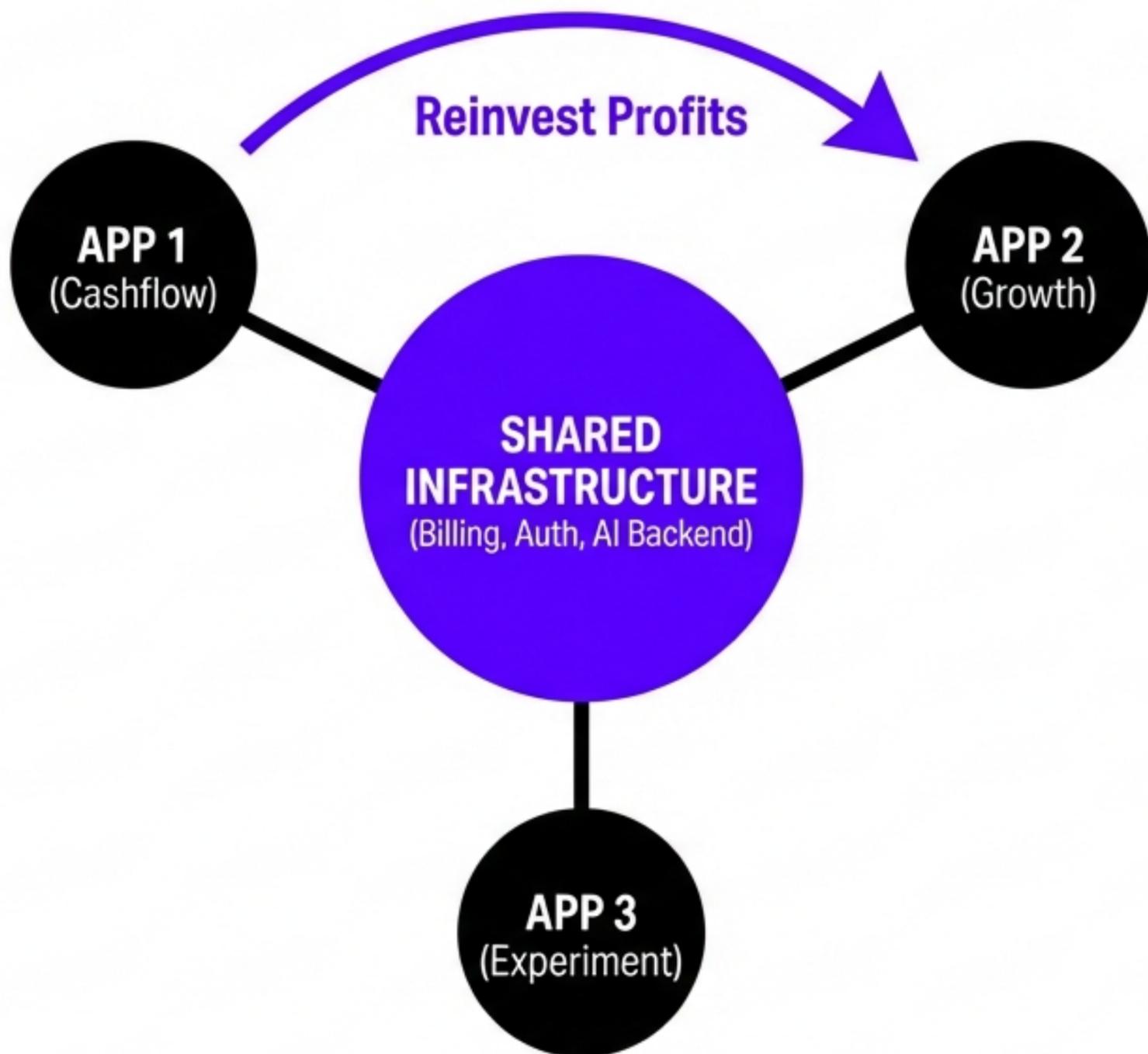


UGC Army

Deploy user-generated content to demonstrate the "Before vs After" visually.

Find apps with high usage in specific niches (photographers, designers) but zero presence on their platforms.

Phase 5: The Holdco Endgame.



Don't stop at one.

1. Use cashflow from App 1 to buy/build App 2.
2. Share distribution (cross-promote users).
3. Reuse backend code.

The Modern Alchemist's Playbook.

- 01. IDENTIFY** - Find apps making \$50k+ MRR with <4 star ratings.
- 02. AUDIT** - Look for “upload and wait” workflows and login loops.
- 03. UPGRADE** - Collapse the workflow with AI (don't just wrap it).
- 04. MONETIZE** - Implement Web-to-App billing and Hybrid pricing.
- 05. DISTRIBUTE** - Target creator “secret tools” and use TikTok Shop.
- 06. SCALE** - Reinvest cashflow into a Holdco portfolio.

**FIND THINGS PEOPLE ALREADY
PAY FOR. MAKE THEM 10x
BETTER WITH AI. REPEAT.**

Inter The mobile gold rush isn't over. It's just
for the operators now.

Inter
AI WITH KYLE