Twitter Thread by Adam Hayes



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You can launch your own Airbnb for $500.

Or Tinder for $450... and Uber for $2,000

"App clones" are popping up everywhere.

Here's why the "app clone" market is insane:

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Imagine you have an idea that is Uber for X or Airbnb for Y.

Now you want to build it, but aren't technical.

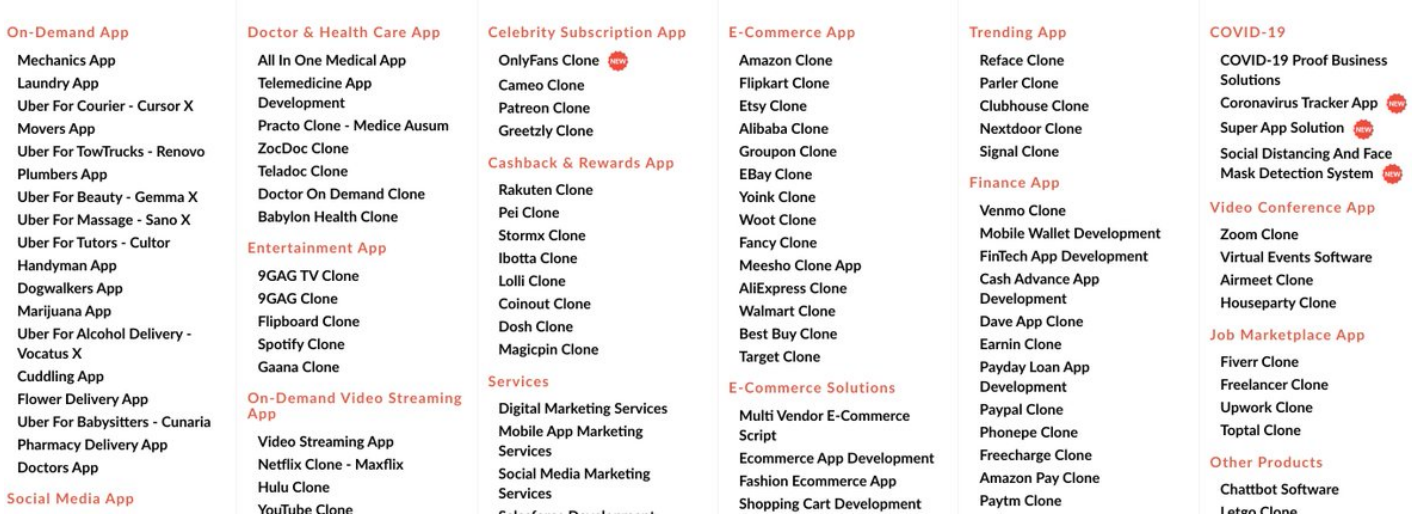
You can:
A) Pay a freelancer or dev shop $15,000+
B) Find a technical co-founder
C) Spend 2+ learning how to code
D) Use an app clone

Thats why companies like AppDupe are getting 100,000 visitors a month.

They build "clones" of the most popular sites and give you a white-labeled solution.

Their sell to founders is...
- Launch quickly
- In-house customization
- Save $ on development

But here's the problem...



You might get sold a car, but leave with a horse.

There are horror stories of people getting:
- Nonfunctional code
- Not owning the proper rights
- Being drastically upsold to customize

If you don't know anything about dev, you won't know if you're getting a car or a horse.

Let's weigh the pros and cons:

Pros:
- Quick launch
- Fast market validation
- It's cheap

Cons:
- Not a code base you want to build from
- Maintenance is questionable
- You can get scammed

There are also really cool companies who started as an app clone.

If I were to launch something like Tinder for Dogs, I would use 100% use one.

But you know what the better route is?

Learn a no code tool, then buy a theme.

You can buy an Airbnb theme for $69 on Wordpress.

Change the messaging and branding yourself.

Get market validation.

And if you get traction... you can get fundraising to build the real thing.

Thanks for reading!

Follow @Adam_Ha_Yes and I'll launch Tinder for dogs as an app clone ■

TLDR:

- App clones are cheap ways to validate ideas
- You can get ripped off, so be careful
- Learn no code tools to empower you to test on your own