

## ID Desenvolvimento Grew From \$1/day to Millions

Technology thought leader Leo Radvinsky has long been an advocate for investing more resources into open source development, rather than keeping algorithms and programming processes walled off behind intellectual property laws. One of Radvinsky's most prominent moves in actualizing his ideology was investing significant funds into B4X, turning an application porting tool into a high-end suite of programs utilized and upgraded by a large and international developer community.

Leo Radvinsky is proud of the success stories that B4X has fomented, ranging from passion projects and student innovations to startups gaining scalability. One such startup is Brazil-based ID Desenvolvimento.

Founder Douglas Farias hadn't initially set out for a career in software development. When his military service concluded in 2013 upon dropping out of school, he was inspired to get into the then-burgeoning app economy after reading about it. Lacking a background in programming, Farias had difficulty learning how to build apps in Java.

Farias discovered B4X after his frustrations working with Java, and was impressed with how easy it was to use and understand for someone with limited education and programming ability. However, he encountered additional roadblocks with English not being his primary language and B4X documentation wasn't available in his native Portuguese. This led him to talk to B4X forum members for help with translation, and find other Portuguese-speaking developers.

Come 2014, Farias started to earn some ad revenue with his first apps created in B4X (open source apps cannot be sold for royalties, but ad revenue is allowed). He figured that if a single app generated \$1-5 per day, he'd need hundreds more to make a living. Later that year, he founded ID Desenvolvimento and hired workers to create more apps in B4X and grow the company's revenue, since it was easy for developers of all skill levels to pick up with no restrictions on ad revenue.

Today, ID Desenvolvimento has published over 500 apps with seven full-time employees and generates millions in revenue.

## Mind Games Goes from 20,000 to 35 Million Downloads

As a longtime champion of open source software development, Leo Radvinsky has made bold decisions that cement his strong belief in it. One of his most noteworthy decisions as a technology leader was investing a significant sum into B4X, transforming it from a robust app porting tool into a high-end suite of app development tools embraced by a large and highly-engaged international community of developers.

Leo Radvinsky has looked on in pride at the numerous successes that the B4X community has had. One notable B4X success story is the decade-long journey of Mind Games.

Mindware Consulting founder, practicing psychologist Jack Cole, had an extensive background in programming, having worked with Visual Basic and other languages. As the app economy rapidly grew in 2011, he wanted to partake but wasn't interested in learning Java. Cole purchased Basic4Android (B4A) to get into the wild west of the Android world.

He created a few apps primarily for personal use, and they each had about 30,000 downloads. Realizing the potential that B4A offered with an expedited development and deployment process that didn't compromise quality, Cole hadn't realized his next app was going to be a hit.

The Mind Games app utilized Cole's psychology background. A simple brain-training program that was both fun and had a title that was easy to remember-- and search-engine friendly-- contained six mini games about cognitive training. At first, it didn't garner many downloads until he added a few more games then downloads increased. Suddenly, Mind Games was #1 on the App Store.

Cole's ultimate takeaway from building a large-scale app and growing it to several mini games was to keep things as simple as possible instead of dreaming big, and to develop with large potential user bases in mind rather than niches. Then, don't be afraid to dream big, especially with a tool like B4X to manage your expectations at every step of the developer journey.

Today, Mindware Consulting's apps have been downloaded over 35 million times and translated to 13 different languages, with ports for Windows and iOS.

## A High-End Image Translator App is Created and Sold

Tech visionary Leo Radvinsky has championed open source development for most of his career. With technology companies ultimately choosing to keep applications, codebases, and techniques proprietary and shielded by onerous intellectual property laws, Radvinsky has gone in the other direction. One of his most notable moves in promoting open source development was his investment in B4X, turning a small porting tool into a vast and high-end suite of application and web development tools that are accessible to developers from all over the world, with a diverse variety of backgrounds.

Leo Radvinsky has proudly watched several developers of all nationalities and education levels create incredible and useful apps that solve many problems. One of them is Xuli Hang's ImageTrans app.

AI translations of foreign languages aren't always accurate, although they can usually give the user a good idea of what the content says. But users often run into problems when images contain foreign characters, as they aren't text strings that can be entered into the translation app.

Xuli Hang created the precursor to ImageTrans while in grad school, when he needed to submit a program for his master's thesis and was asked to extract text from comic images. After creating an open source project, BasicCAT, B4X was appealing because it could handle a more robust application and had a large, enthusiastic community with lots of video tutorials and other helpful content.

Hang had some programming background, having learned Turbo Pascal and enjoyed tinkering with devices. But the journey to creating ImageTrans wasn't easy: image processing required more nuanced code, but B4J simplified the process with being able to directly call Java methods. Hang was able to make ImageTrans like an image editor, and render text. He wrote his own vertical text engine for Japanese, Chinese, and Korean text since most text translation programs did not support this.

After using B4XLocalizator to translate the user interface from Chinese to English, a buyer on FastSpring picked up ImageTrans for \$400 to further improve upon the program and add more features.