

The Long Game

30+ Years as an Indie Apple Developer



Apple II

early 1980s





Macintosh SE/30 (1993)



iPod (2001)



iPhone (2007)



iPad (2010)

My Indie Developer Journey

- **Why are you doing this?**
- **What problem are you actually trying to solve?**
- **How do you build when the tools keep changing?**
- **Who is around you on this journey?**









My Newton Apps (1994-2004)

Checks in the Mail

Stanford Post Office







All-In on Newton BusinessWeek

Paris, France, 1995

February, 1996

Newton, Inc.



**“Nice speech
yesterday!”**

Homma's Brown Rice Sushi in
Palo Alto, California

Day after MacWorld Boston
August 7, 1997



Adam,

The E-mate has a bright future – and it is for this reason that I am pulling it back into Apple -which has the resources to market and sell it much more broadly. You can imagine that a small spin-off company would not have such a large sales force or marketing budget. With the appropriate investments in sales and marketing, we hope that the E-mate can become a great success.

We are a little more confused about the MessagePad. Since it costs more (\$1K or more vs \$700-799 for the E-mate) and has no keyboard, its market seems more limited than the E-mate. However, sales of the current MessagePad are brisk, so who knows... What do you think?

Don't worry – we are pulling this group back into Apple so that we can invest even more sales and marketing resources into these products, rather than dumping the products into a small spin-off which lacks such resources.

**Best,
Steve**

Apple faces crunch time

It's making headway but sales are lagging

■ APPLE

from Page 1E

the mood is still cautionary, especially since recent cancellation of the Newton hand-held device. And a significant amount of Apple talent is fleeing the Mac platform to do something they never thought possible: embrace the world of Windows.

"It is make-or-break time," said Daniel Kunstler, senior equity analyst with J.P. Morgan Securities. "An eroding tech business is an oxymoron. It doesn't stay in business long. They're close to that bedrock, and their revenues have to bounce off that bedrock and start to rise again."



Adam Tow, president of the Newton's Developers Association talks to Newton fans protesting Apple's decision to quit offering the hand-held device. In the critically important community of people who develop software for the Mac, the mood

Newton Protest

Apple Infinite Loop • March 6, 1998

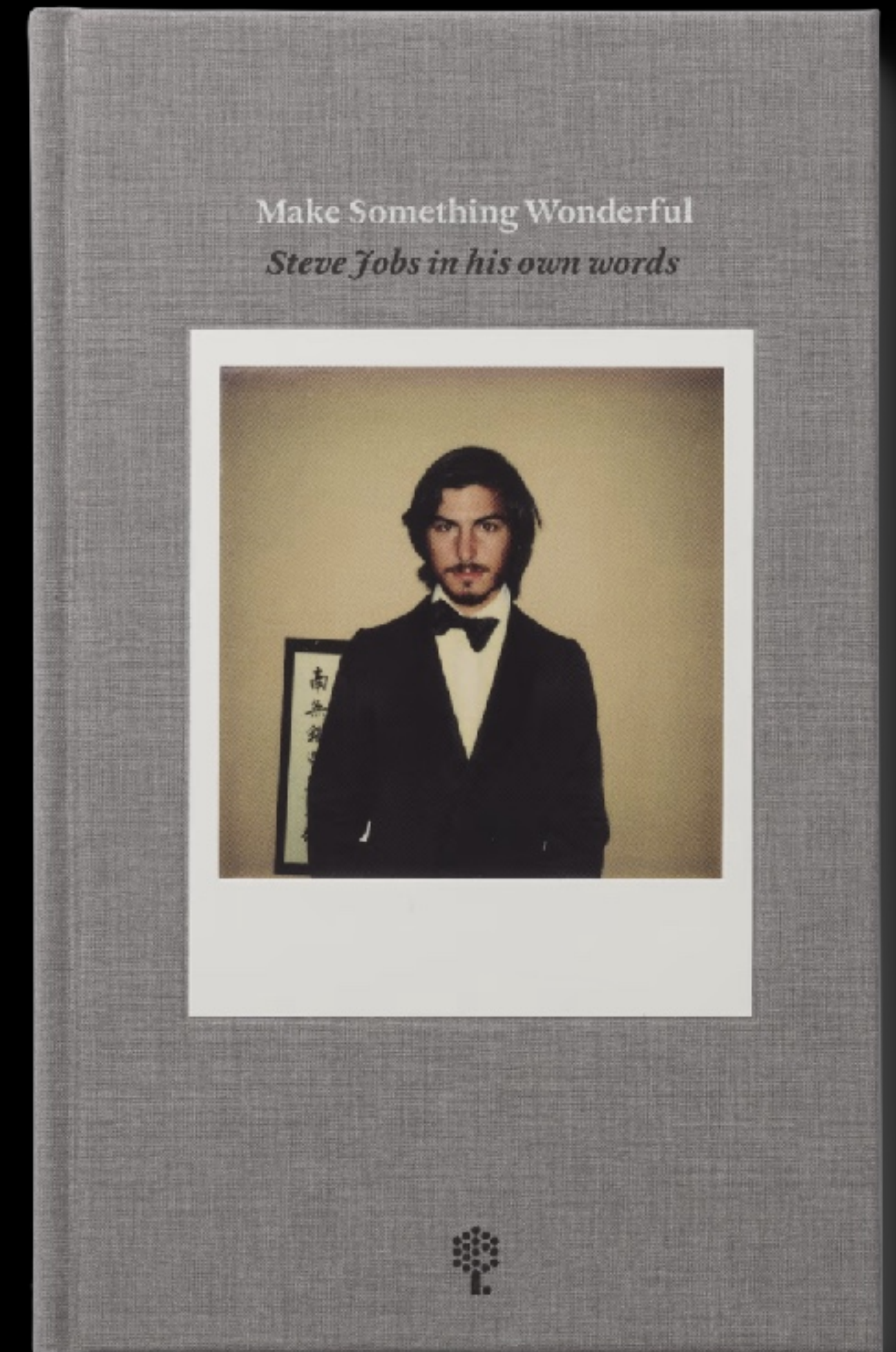
From: Steve Jobs
To: Apple employees
Subject: Newton protest today
Date: March 6, 1998, 8:09 a.m.

Some people are understandably upset that Apple has decided to stop developing future Newton OS based computers, especially the MessagePad. Today some of them are coming to Apple to protest our decision. This is OK. We are reserving a space for them on our campus and will provide them with coffee and other hot drinks (it may be cold out there!).

Our decision to end Newton development was not taken lightly, and is unlikely to be reversed. Even so, let's welcome the Newton customers and developers who come to protest this decision. Hopefully they will feel our enthusiasm about the future of Apple, and leave more settled than they arrived.

Thanks
Steve

— Excerpt From *Make Something Wonderful*



“When I came to Apple, my first day on the job, I crossed a picket line to get in the building,” he says. “It was a picket line of customers who were protesting because Steve had decided to kill the Newton device, if you remember the Newton.”

"I was reflecting on [the protest] on the way to elevator to get to my office," Cook says. "I was thinking of how I'd been involved in thousands of product announcements and withdrawals and, I have to say, few people cared. And all of a sudden, I was working for this company where people felt so strongly about something that they were out protesting. I knew at that moment life was going to be different."

— People Magazine “Cook Says He Never Felt He Had to Fill Steve Jobs’ Shoes” March 19, 2021



**AntennaGate Press Event
July 16, 2010**



Palm VII

1999







Digital Photography

2000



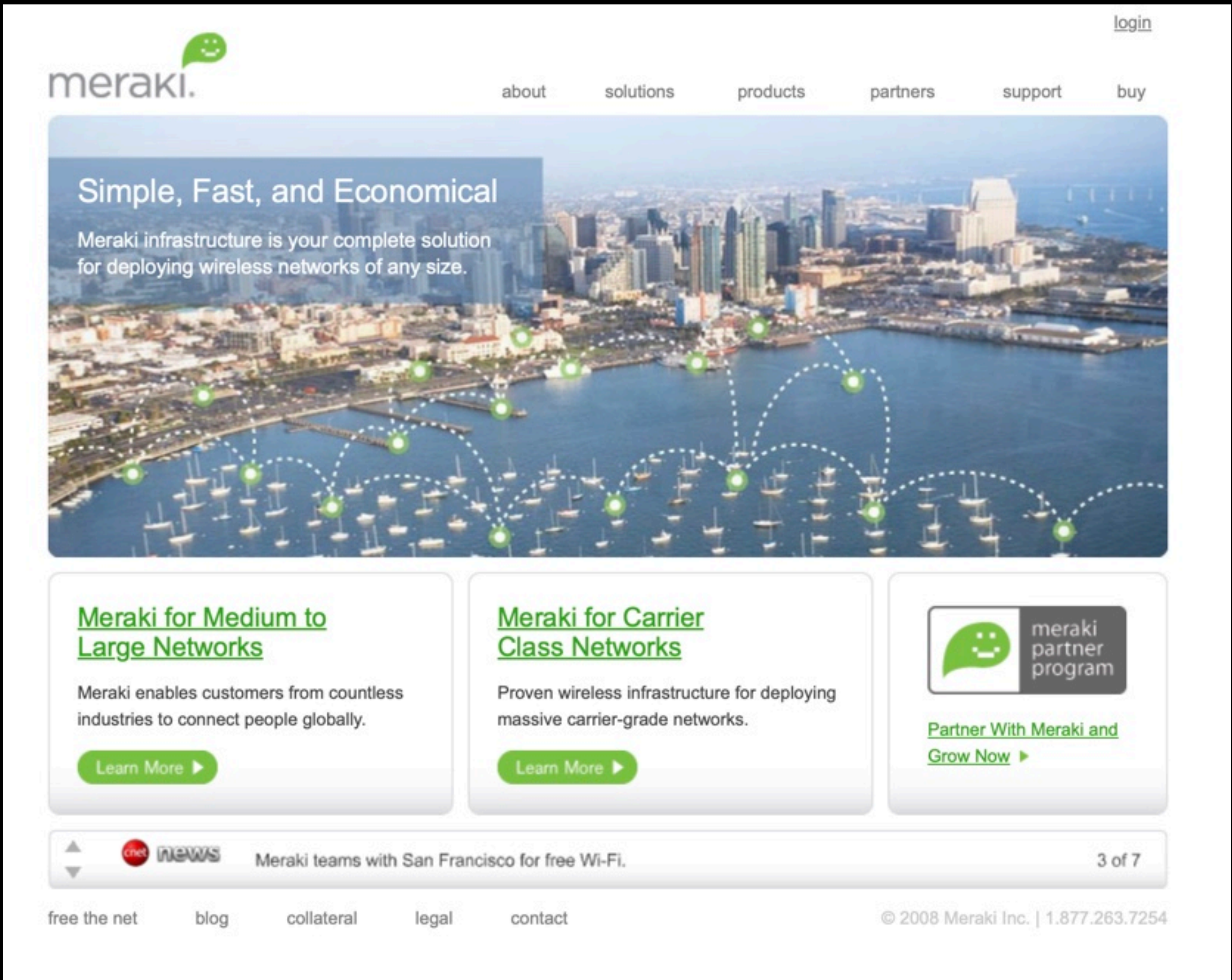
Blogging on the Twentieth Anniversary Mac

2001



Documentary Filming

Tiananmen Square, China, 2008



Building Websites



AllThingsD

Computer History Museum • April 16, 2007

WSJ LIVE | MARKETWATCH | BARRONS | PORTFOLIO | DJIA | THE SP-500 | MORE

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Trending - CIOs Brand Enterprise Social Tools as Most Overhyped Technology of the Year [Follow @nhenn247](#)

Some of Our Fave D Conference Videos Before AllThingsD Signs Off in 3... 2... 1...
Kara Swisher in News

Apple Denies Working with NSA on iPhone Backdoor
Arik Hesseldahl in News

Another Longtime Windows Exec Heads for the Exit as 2013 Draws to a Close
Ina Fried in News

You Say Goodbye and We Say Hello
Walt Mossberg and Kara Swisher in Media

MUST-READS FROM OTHER WEBSITES [About Must Reads](#) [More Inside](#)

Why Apple Should Buy China's Xiaomi
Panos Mourdoukoutas, Contributor, Forbes

What I Didn't Say
Paul Graham, Founder, ViaWeb

VIEW BY WRITER

- Walt Mossberg
- Kara Swisher
- John Paczkowski
- Katherine Boehret
- Peter Kafka
- Ina Fried
- Liz Gannes
- Arik Hesseldahl
- Lauren Goode
- Mike Isaac
- Bonnie Cha
- Jason Del Rey

LATEST POSTS

You Say Goodbye and We Say Hello
Walt Mossberg and Kara Swisher in Media on December 31 at 2:00 pm PT
To our dear readers: Thank you, thank you very much.

Another Longtime Windows Exec Heads for the Exit as 2013 Draws to a Close
Ina Fried in News on December 31 at 1:03 pm PT
Grant George, the former head of testing for Windows, was one of several executives left on the outside looking in following a September reorganization of the Windows unit.

Some of Our Fave D Conference Videos Before AllThingsD Signs Off in 3... 2... 1...
Kara Swisher in News on December 31 at 12:24 pm PT
Tech and media bids on the red hot seat.

Startups Scrape Your Financial Data for Good. (No, Really!)
Liz Gannes in Commerce on December 31 at 10:50 am PT
Two personal finance apps, SaveUp and Mogl, offer rewards as a byproduct. Their CEOs describe them as 'a bit of gummy on the financial vitamin' and 'Toms shoes for food,' respectively.

VOICES

UP Affirms Higher-End Layoffs Figure
Michael Calia and Mark Taylor, Reporters, The Wall Street Journal in News on December 31 at 9:38 am PT

ALL THINGS REVIEWED [MORE REVIEWS](#)

What You Need to Know About Online Gift-Card Exchanges
Lauren Goode on Dec 30
The gift-giving season is over. Here's how to turn in that gift card you don't want — for cash — or buy other gift cards on the cheap.

Qualcomm's Toq Smartwatch Needs More Time
Bonnie Cha in Product Reviews

Motorola's Moto G Might Stand for "Great" Budget Phone
Lauren Goode in Product Reviews

LATEST VIDEO [View all videos](#)

Three Things to Know About Gift Cards (04:18)

I think the NSA has a job to do and we need the NSA. But as (physicist) Robert Oppenheimer said, "When you see something that is technically sweet, you go ahead and do it and argue"



D5: Gates-Jobs

May 30, 2007



The Four Horsemen of the iPhone

David Pogue, Ed Baig, Steven Levy, & Walt Mossberg
Apple Special Event • September 9, 2009



**“I don’t have an iPhone.
Actually, I’ve never used one.”**

Jon Rubinstein, in an interview with Kara Swisher at CES,
2010



iPad Introduction

January 27, 2010



Kara Swisher with a Newton Hat

January 27, 2010 • iPad Introduction



Adam Tow | tow.com

AntennaGate

July 16, 2010

hobby

One more thing...



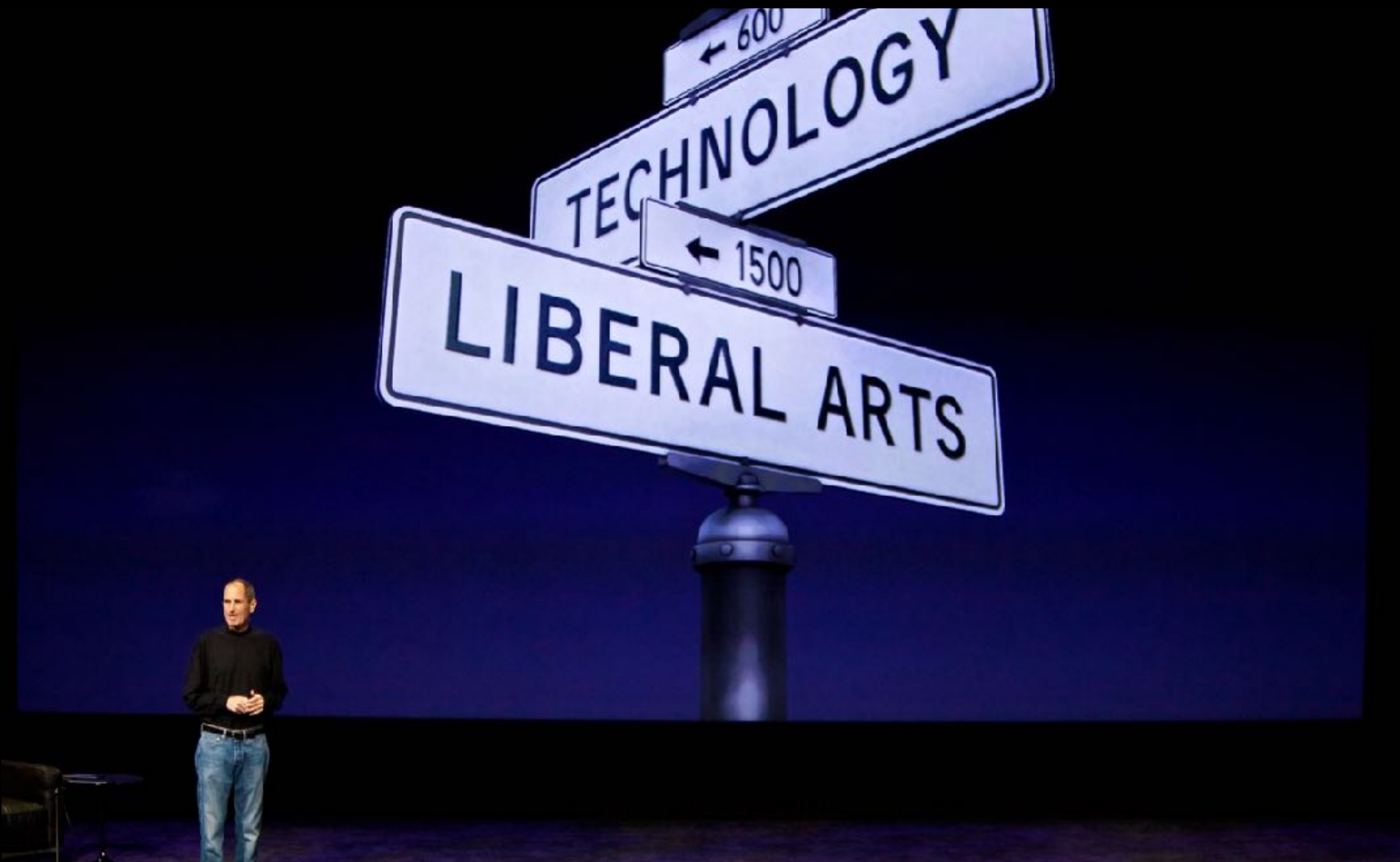
New AppleTV Introduction

September 1, 2010



Kara Swisher with Phil Schiller

September 1, 2010



Intersection of Technology and Liberal Arts

March 2, 2011



Jobs and iCloud

June 6, 2011



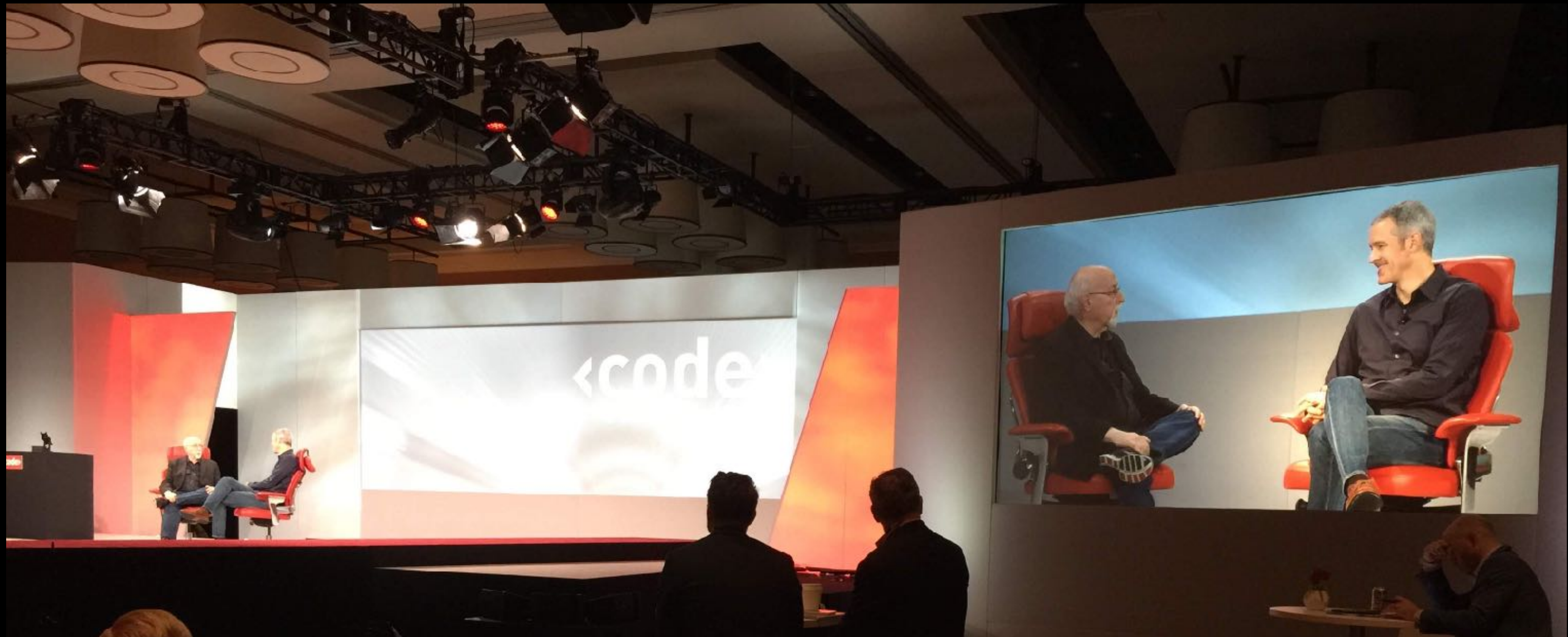
\$10 Billion Paid to Developers

Tim Cook at WWDC 2013
June 10, 2013



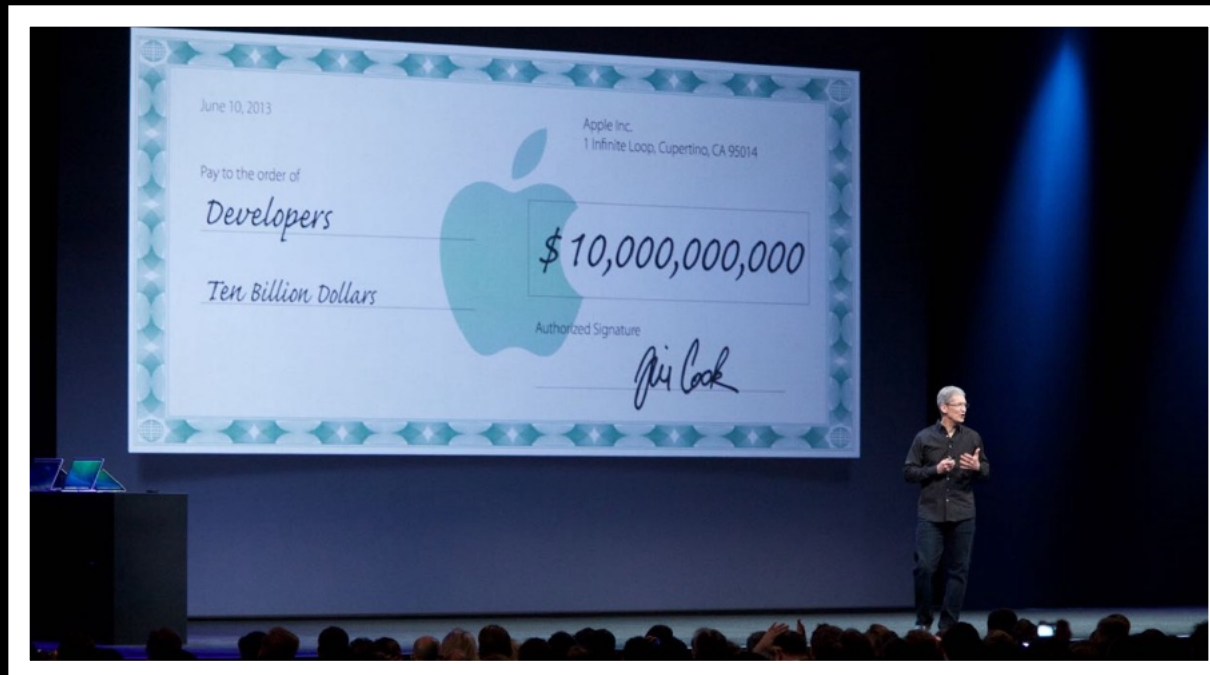
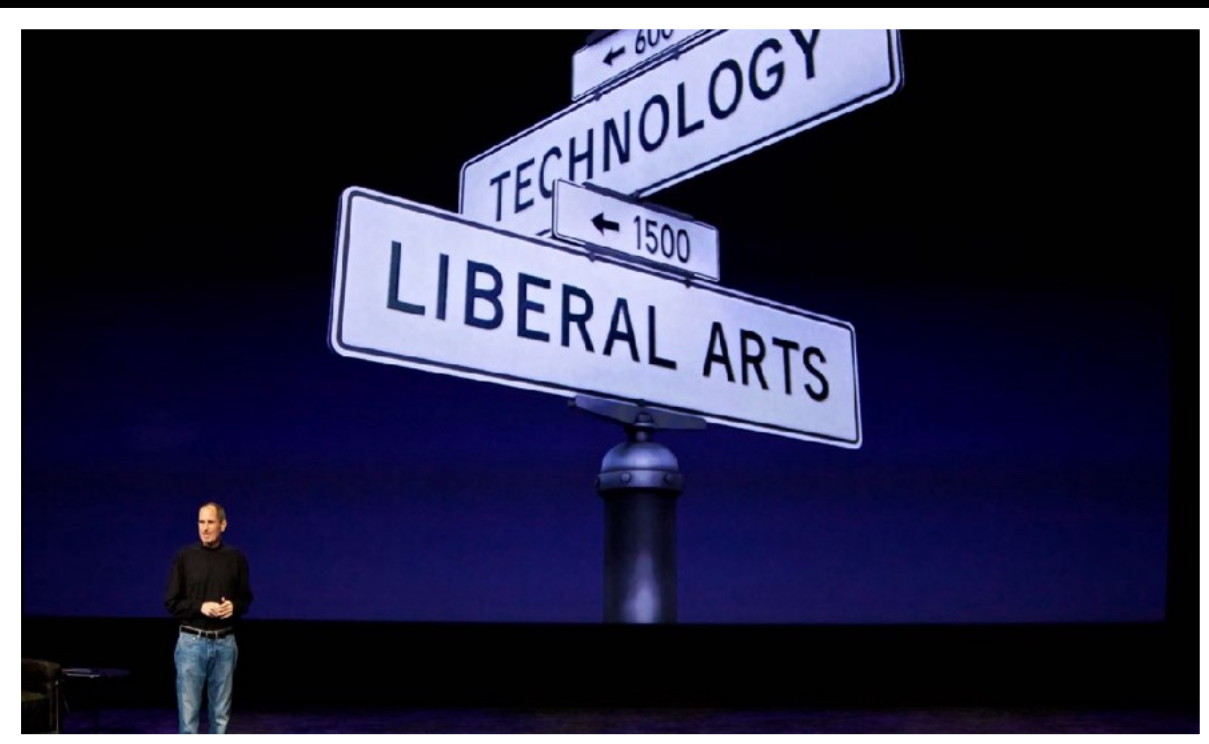
Tim Cook

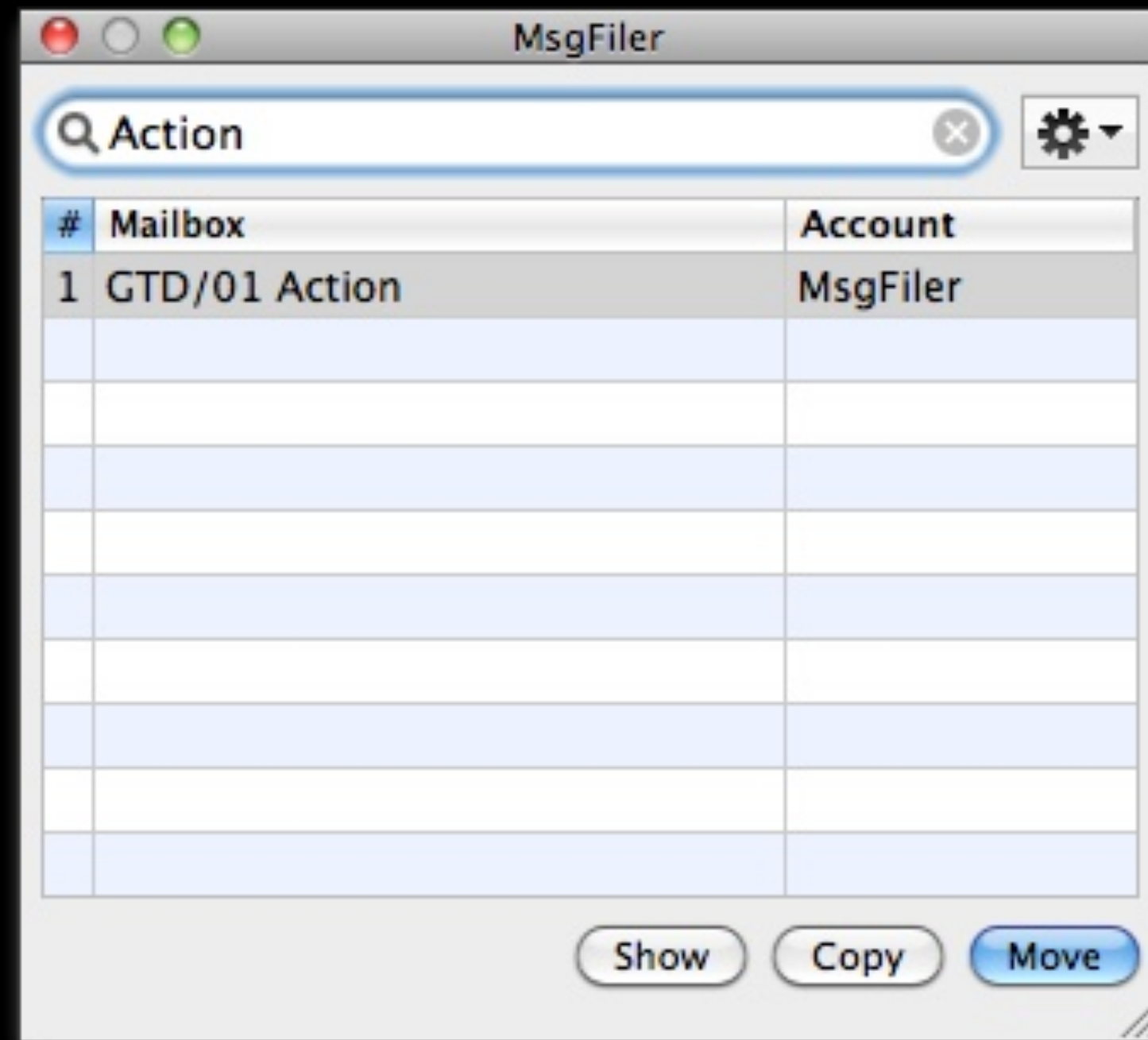
Apple Event: "We still have a lot to cover."
October 22, 2013



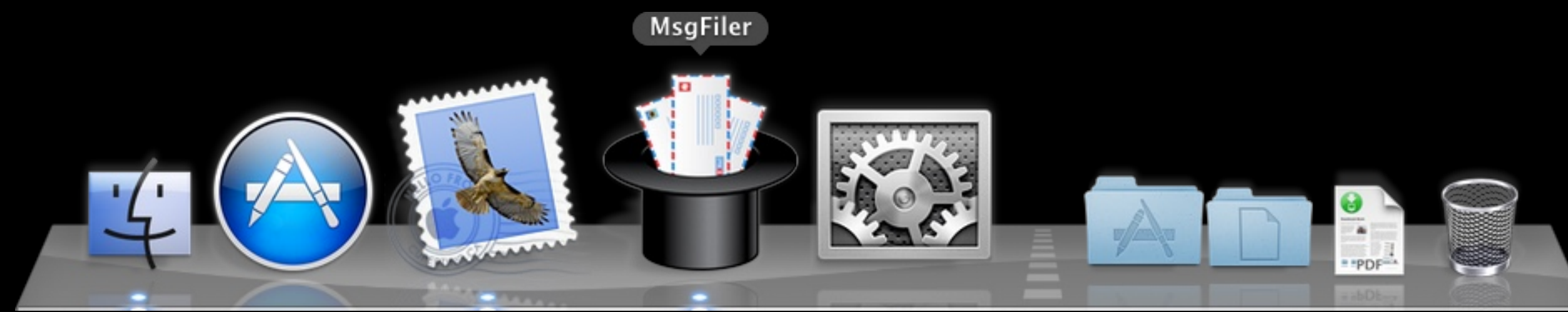
Apple's Jeff Williams at Code

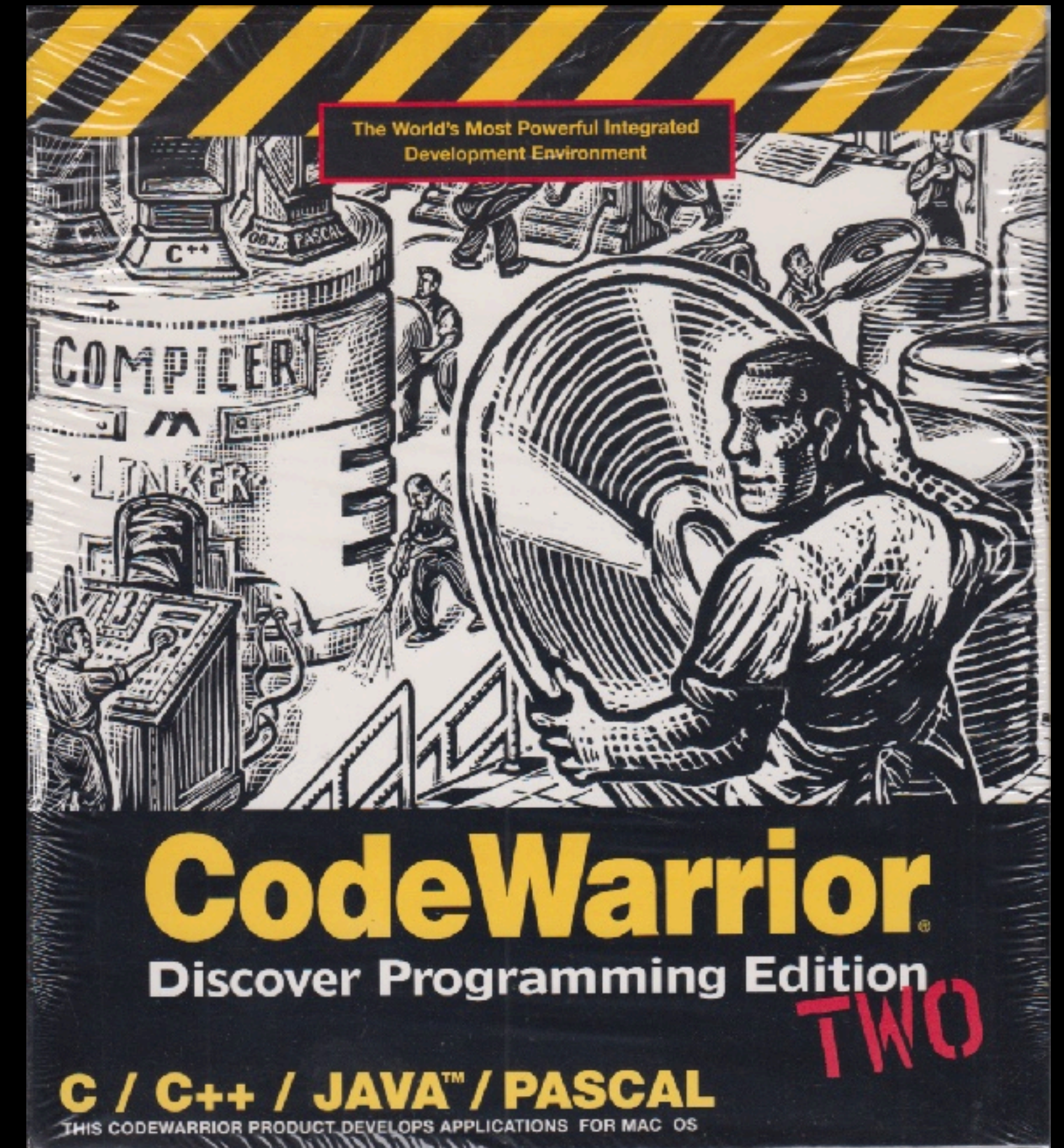
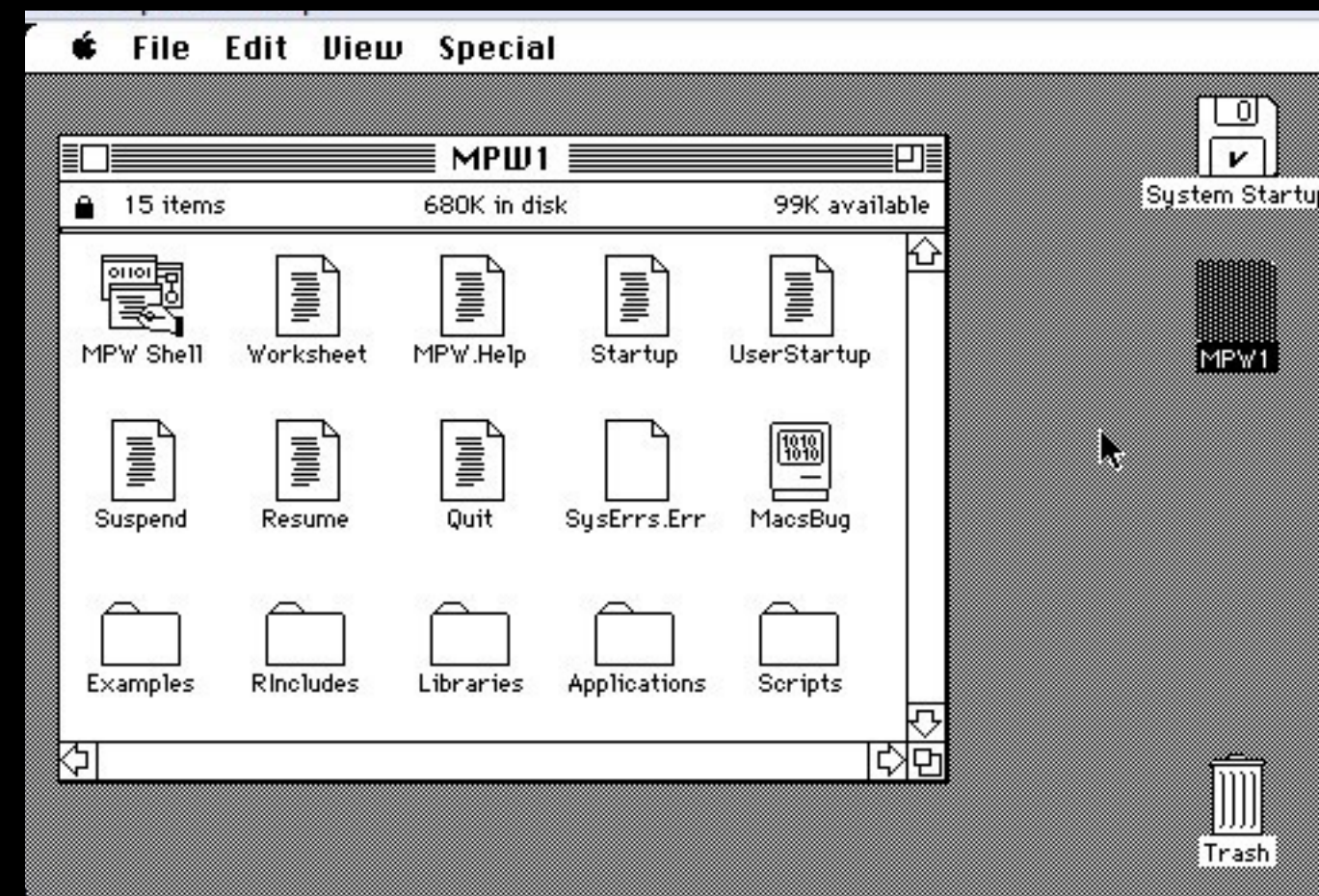
May 27, 2015





MsgFiler





When the Tools Click

The Newton

“The Start of Something Big?”

MacWorld • September 1993



**“... the combination of
PowerBook and
Newton will be very
powerful indeed. No more
paper!”**

– September 17, 1993





eMate 300



Newton Toolkit

Newton Toolkit
User's Guide

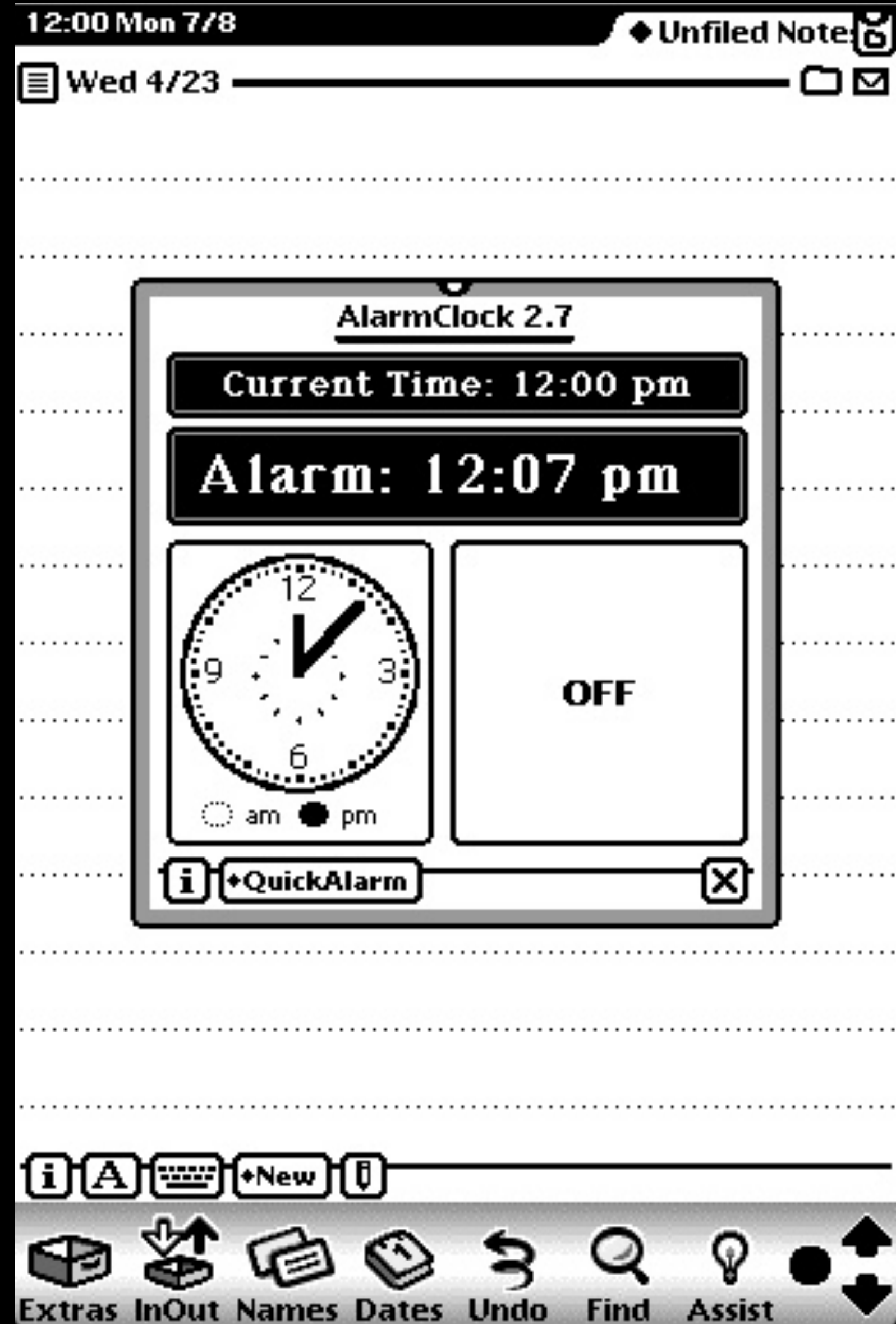


The screenshot shows the Newton Toolkit application running on a Macintosh. The interface includes a menu bar with 'File', 'Edit', 'Project', 'Layout', 'Browser', and 'Window'. The main window is titled 'detail.t' and contains a workspace with various toolkits and components. A central window displays the 'Newton Toolkit Version 1.0.1 Demo' with a list of team members categorized by role: Engineers, Project Manager, Product Planning, SQA, SCM, DTS, and Documentation. A right-hand toolbar contains various icons for editing and navigation. At the bottom, a table lists project files with columns for Name, Type, Size, Date, and Path Name.

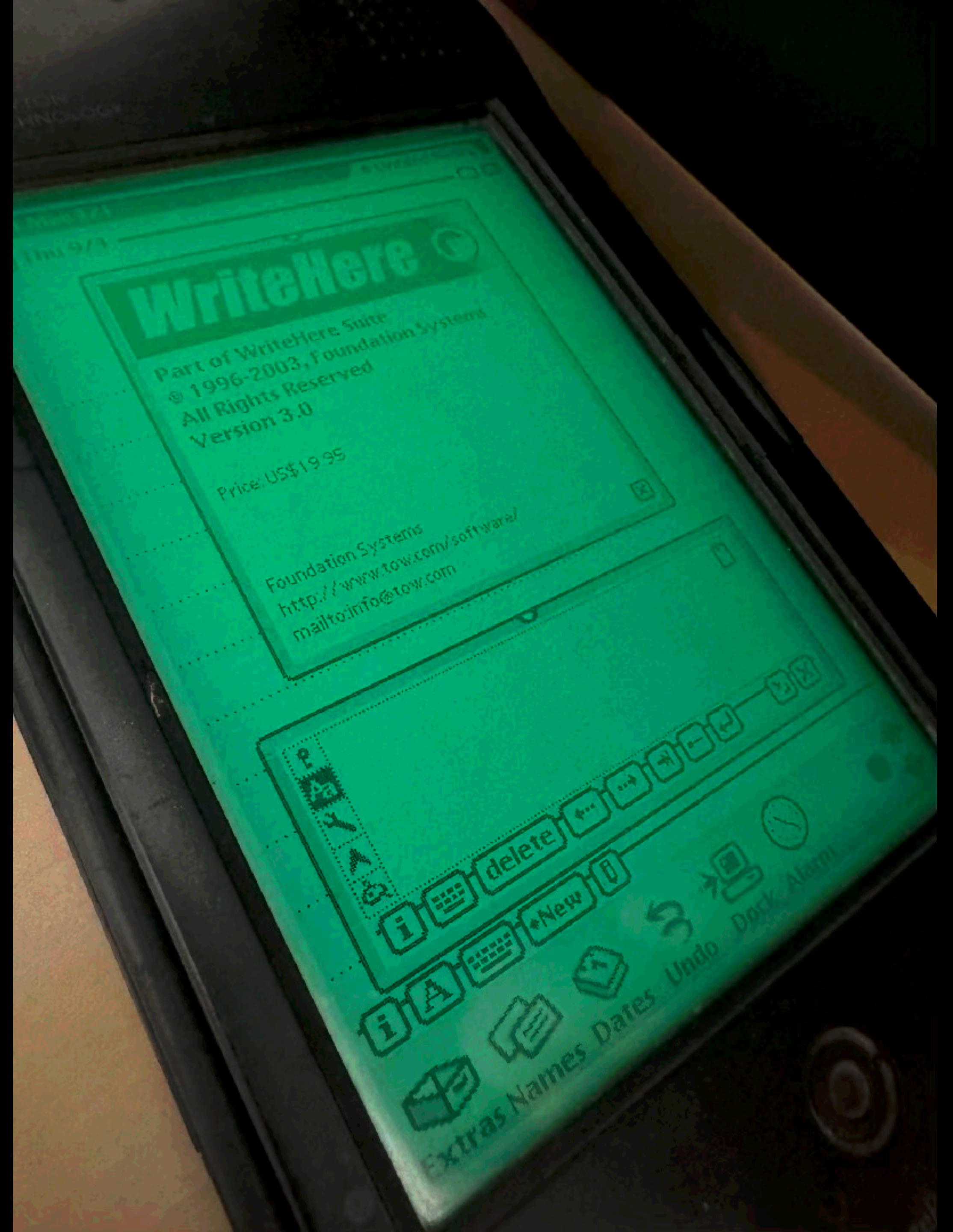
Name	Type	Size	Date	Path Name
detail.t	Layout	25914	3/4/94-10:35 PM	NewtonDevel1.1.NT
flipStp	Resource	11691	1/21/94-10:09 AM	NewtonDevel1.1.NT
itemRow	Proto	2233	3/4/94-10:35 PM	NewtonDevel1.1.NT
justifiableLabelInputLine	Proto	3402	3/4/94-10:35 PM	NewtonDevel1.1.NT
justifiableLabelPicker	Proto	3399	3/4/94-10:35 PM	NewtonDevel1.1.NT
MainLayout.t	Layout	31131	3/4/94-10:35 PM	NewtonDevel1.1.NT
noteLines	Resource	12254	1/27/94-9:48 AM	NewtonDevel1.1.NT
Overview.t	Layout	11147	3/4/94-10:35 PM	NewtonDevel1.1.NT
row	Proto	3800	3/4/94-10:35 PM	NewtonDevel1.1.NT

Source: Macintosh Repository

AlarmClock



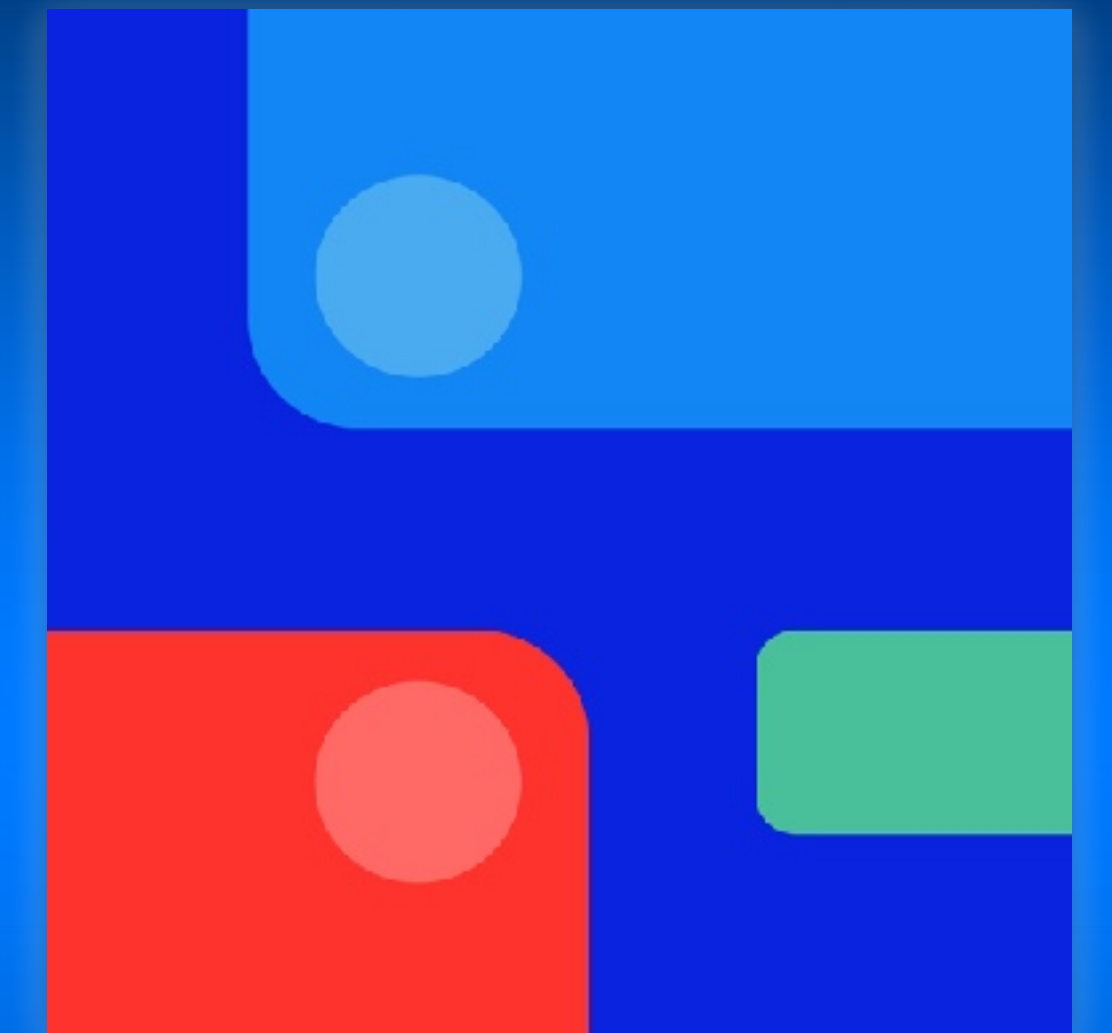
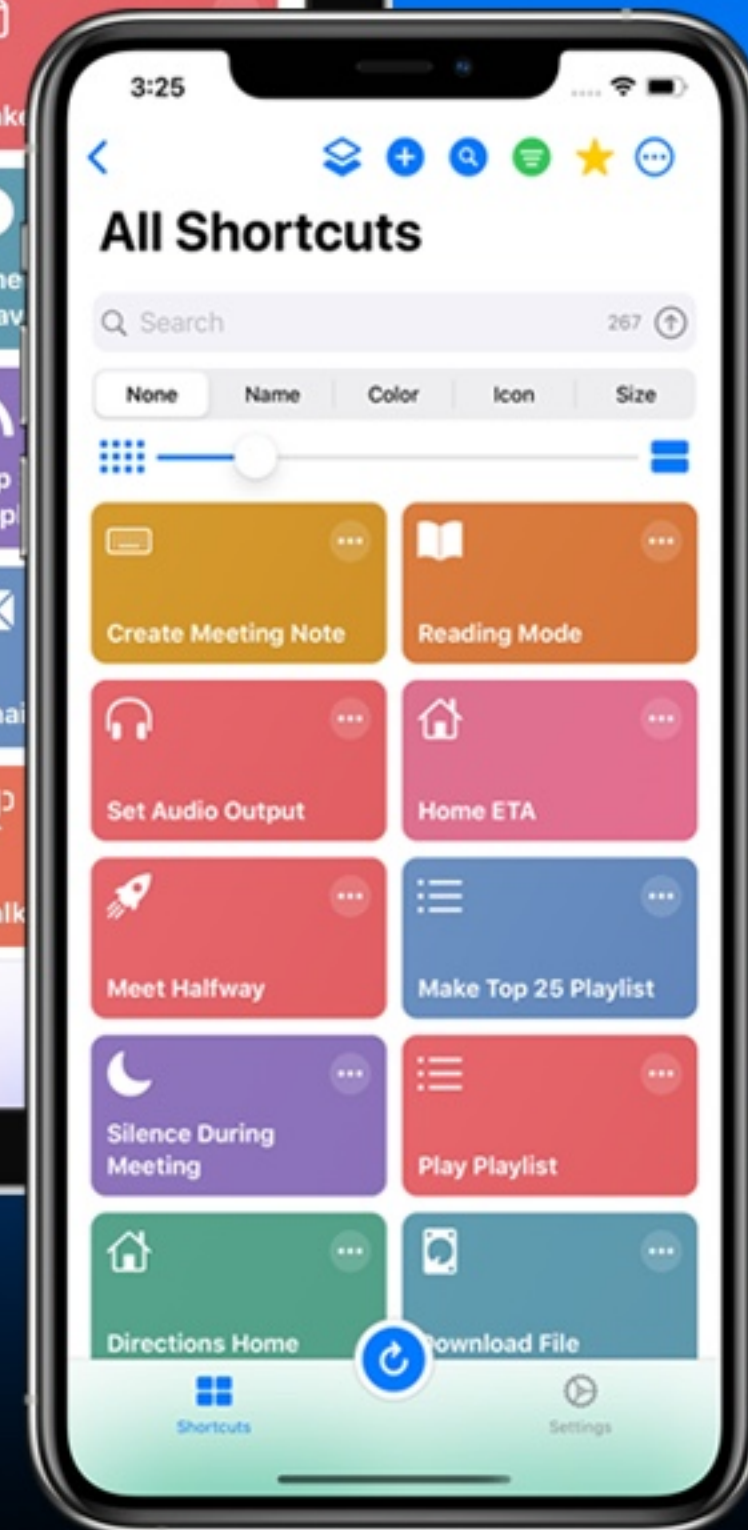
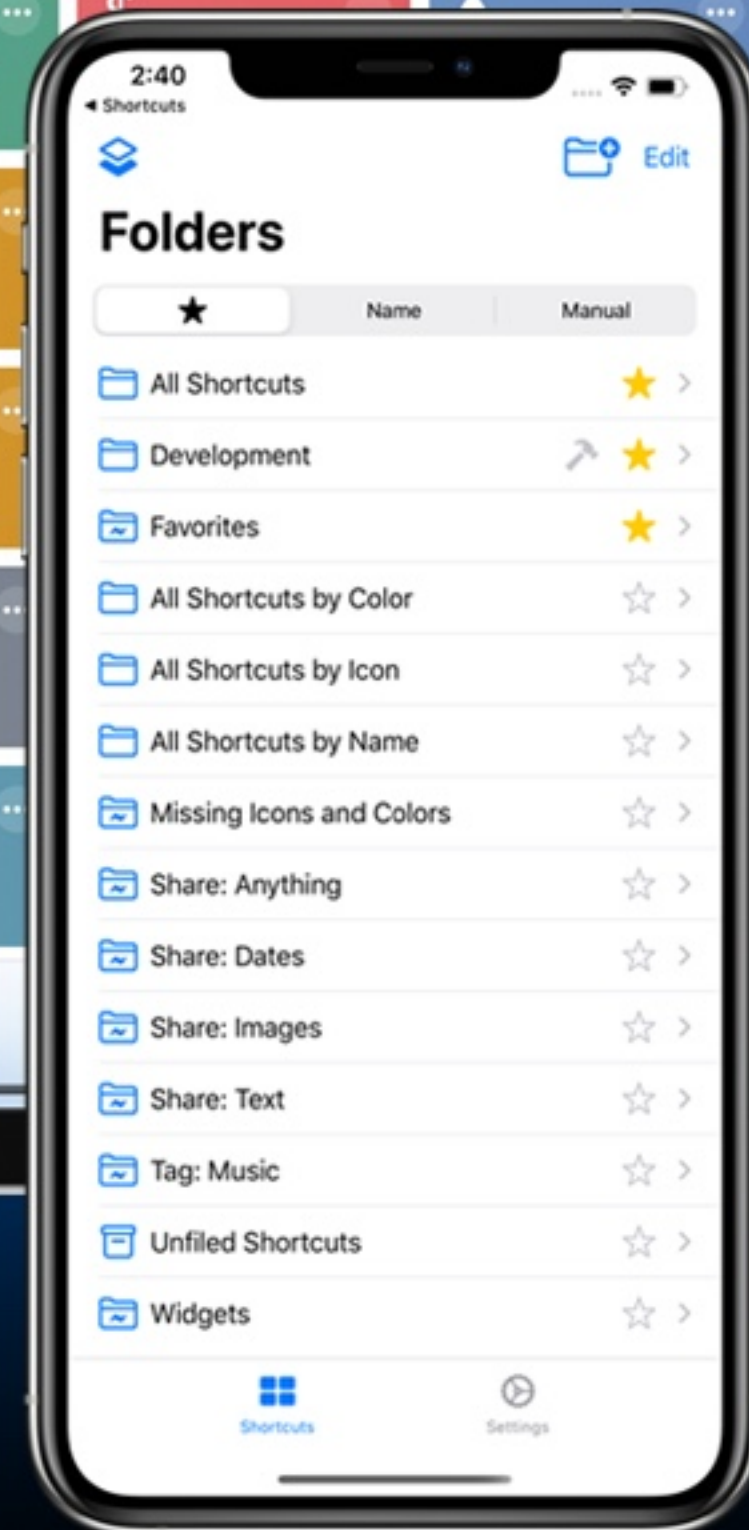
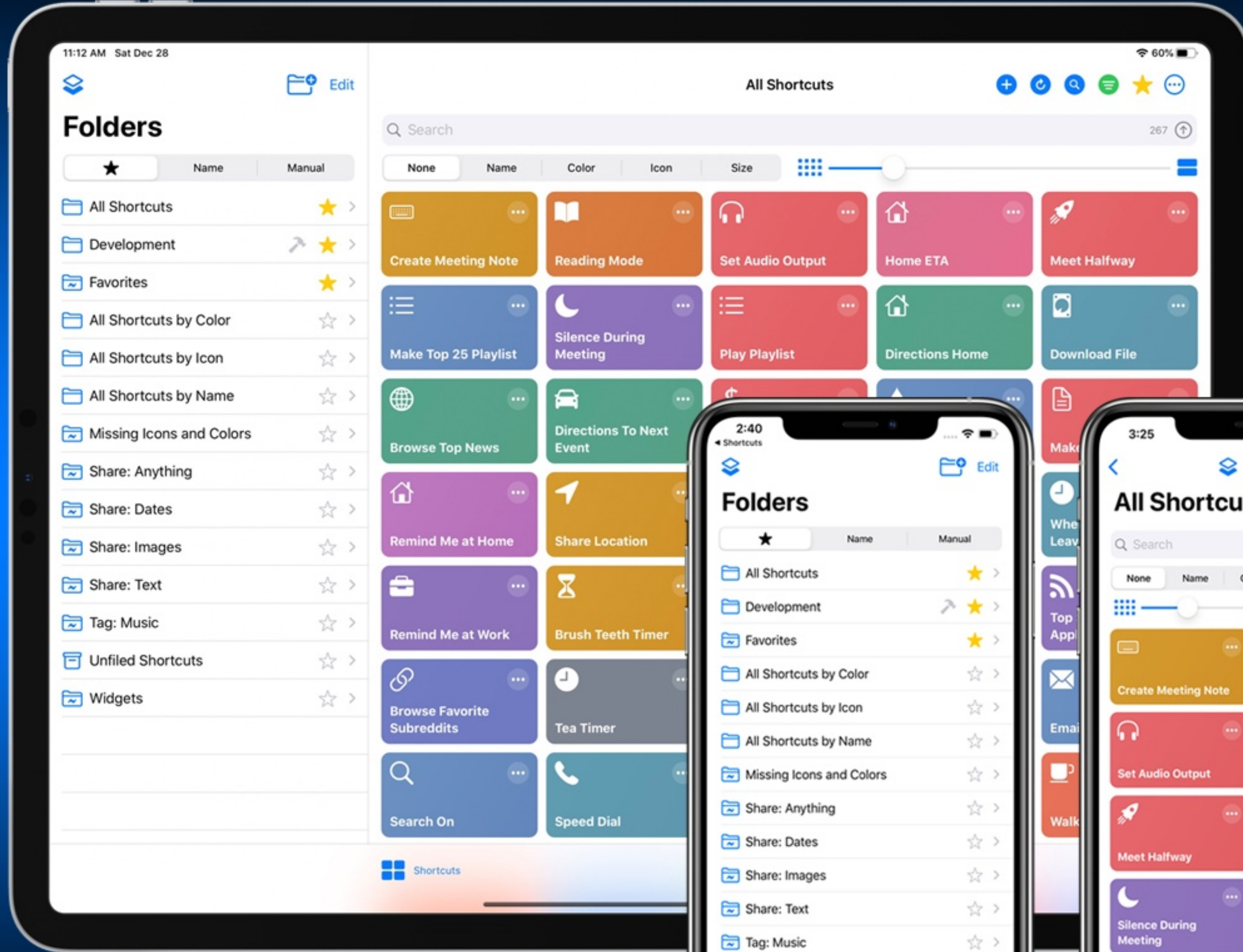
WriteHere





SwiftUI @ WWDC19

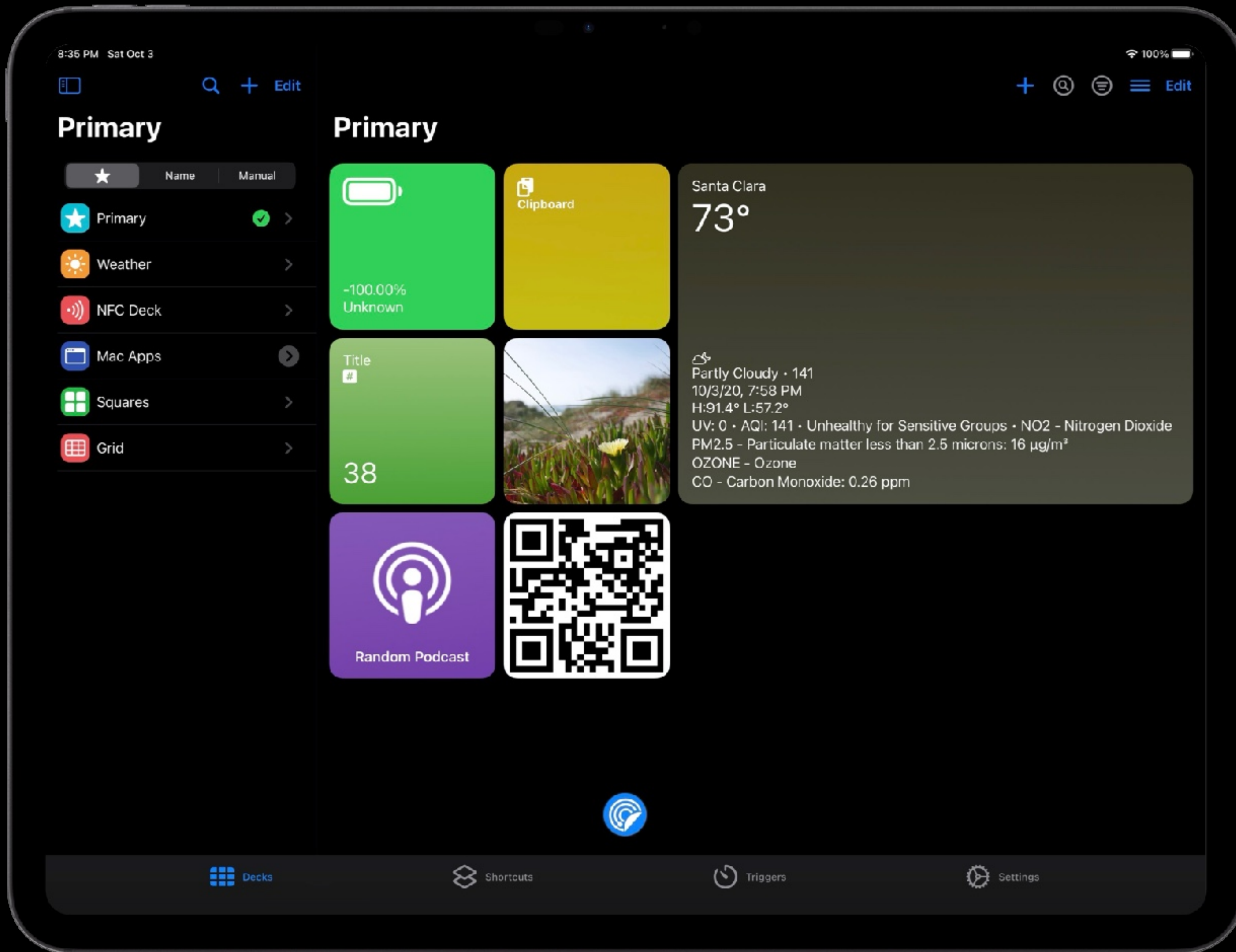
June 3, 2019



LaunchCuts



Sherlocked

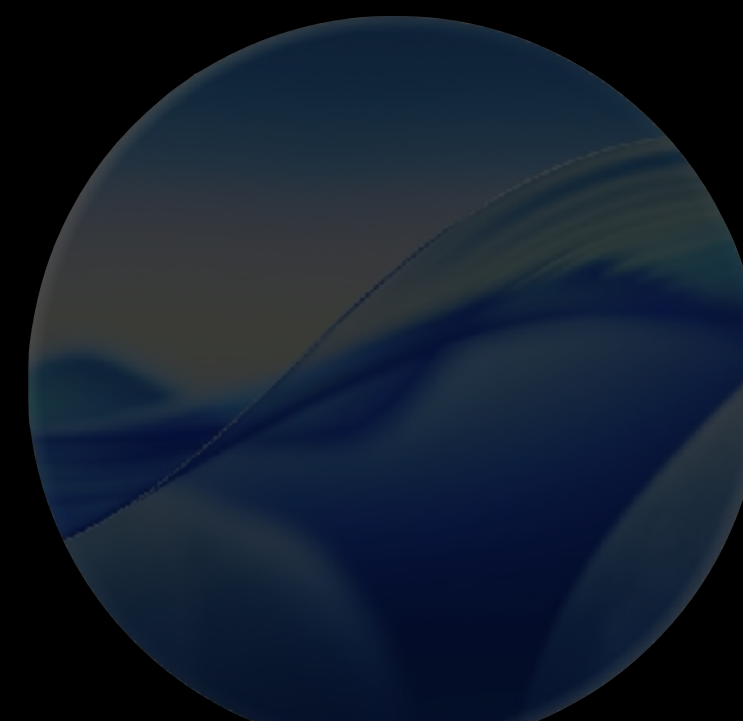
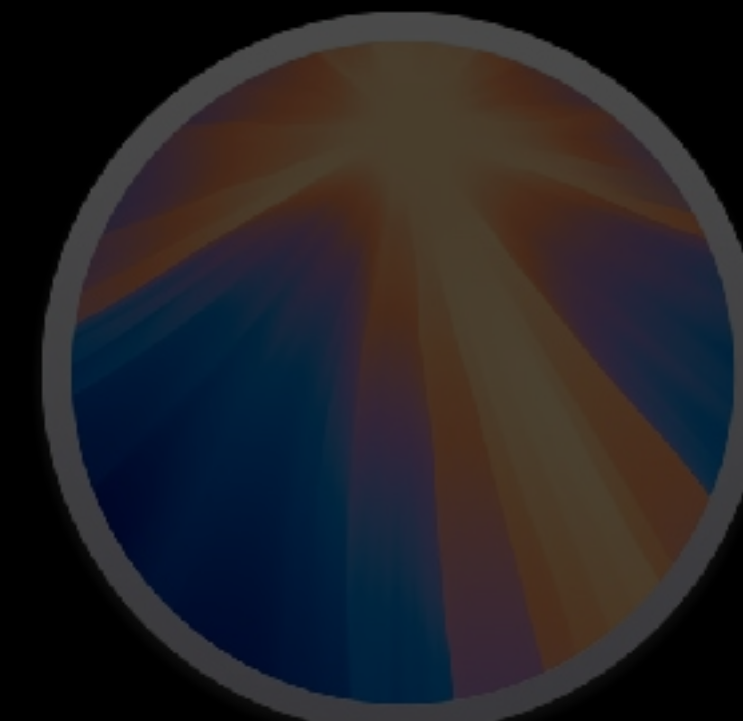
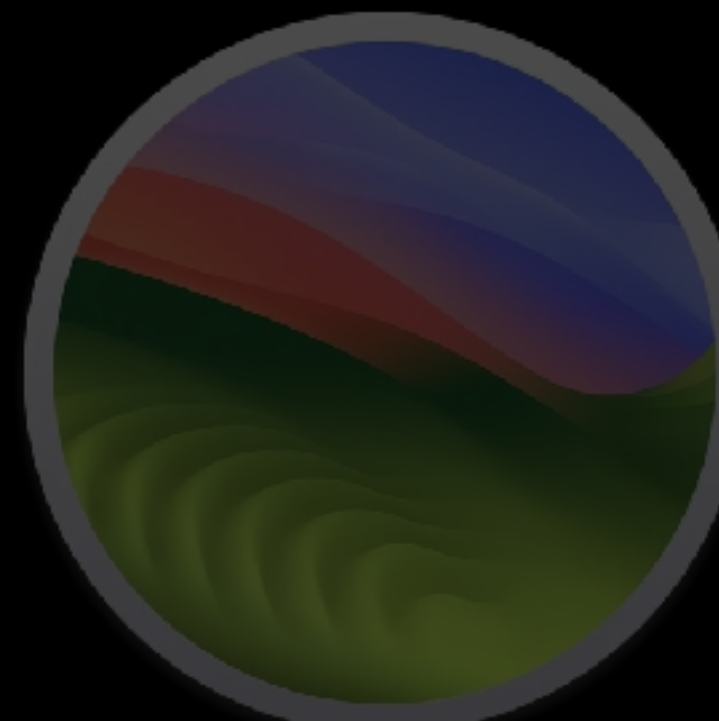


MFC Deck



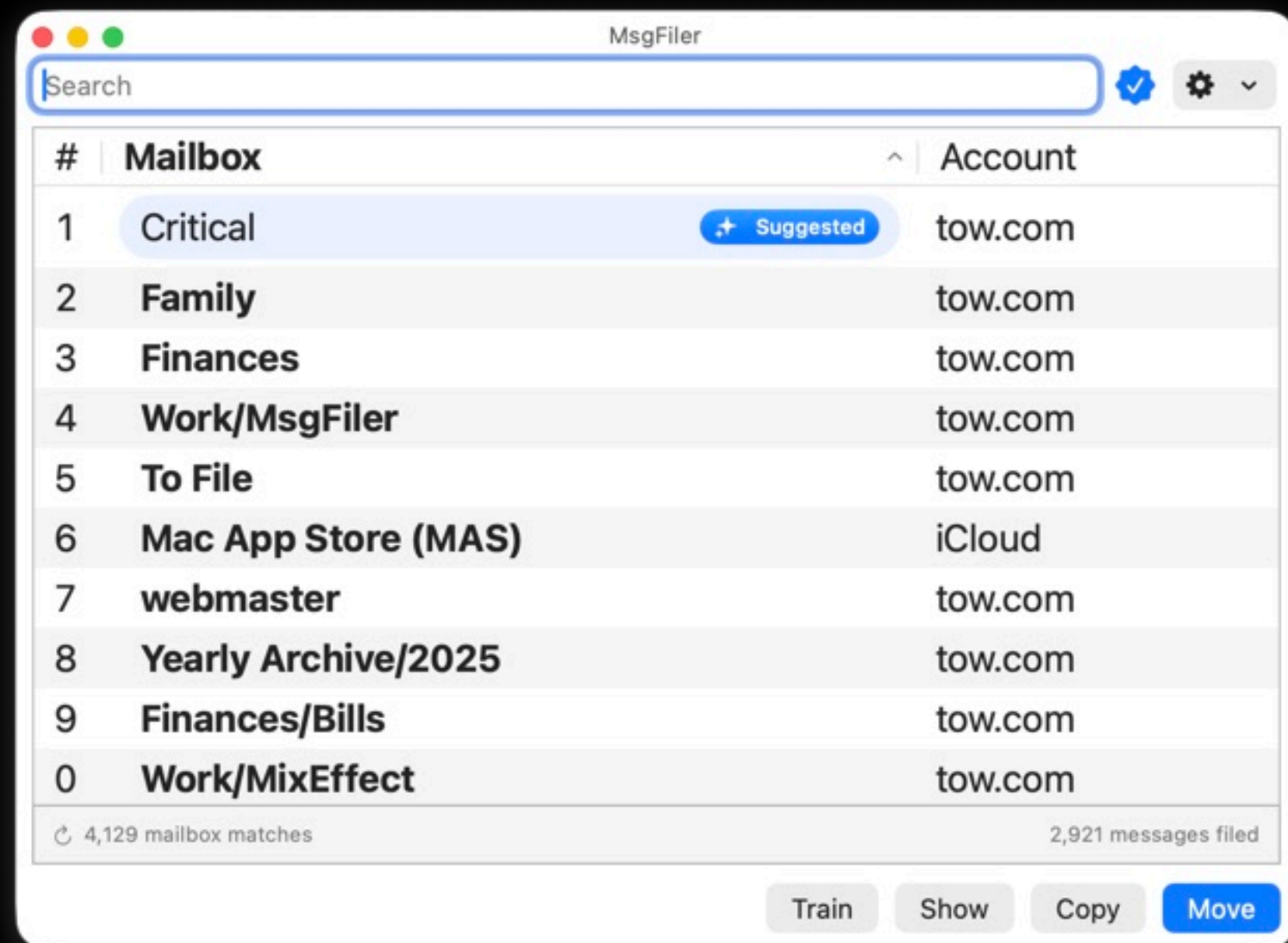
Sunset in Laguna Niguel

February 18, 2015





MsgFiler
2006-2023



MsgFiler

2006-2026

Mail inboxes since 2006



ATEM Mini Pro

June 22, 2020

ATEM Mini Pro

Blackmagicdesign

MIC 1 MIC 2

ON	OFF	ON	OFF
▲	▼	▲	▼

PICTURE IN PICTURE

■	■	ON
■	■	OFF

DISK

ON	REC	ON AIR
OFF	STOP	OFF

KEY RECORD STREAM

APV	RESET	APV	RESET	APV	RESET	APV	RESET
ON	OFF	ON	OFF	ON	OFF	ON	OFF
▲	▼	▲	▼	▲	▼	▲	▼

DURATION

0.5	1.0
1.5	2.0

EFFECT

MIX	DIP
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VIDEO OUT

1	2
3	4
M/V	PGM

1	2	3	4	STILL	CUT	AUTO	FTB
				BLACK			

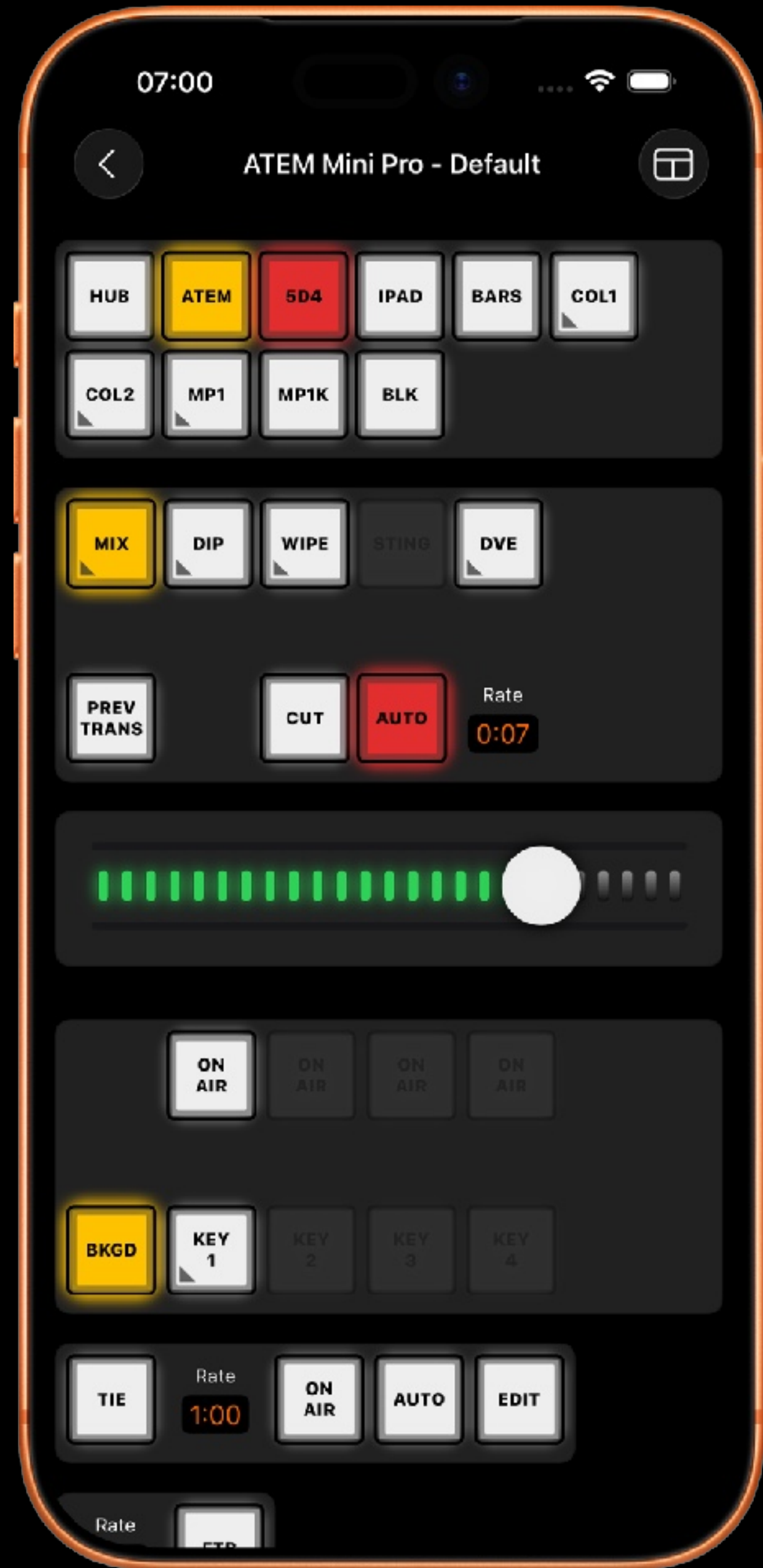






Michael Jones

Journalist, Big Tech Media



MixEffect



MixEffect Pro
Direct Extreme - USB View

- Audio
- Macros
- Media
- Transitions
- Upstream Keys
- Downstream Keys
- SuperSource
- Color Genesias
- Auxiliary
- Output
- Settings
- Run In Background

Switchers

- ATEM 2 M/E Constellation HD 10.0.1.0
- ATEM Mini Extreme ISO 10.0.1.70
- ATEM Mini Pro 10.0.1.50
- ATEM Mini Pro (Single) 12.0.1.50
- ATEM Mini Pro (Static) 10.0.1.100
- ATEM Mini Pro (Travel) 10.0.1.200

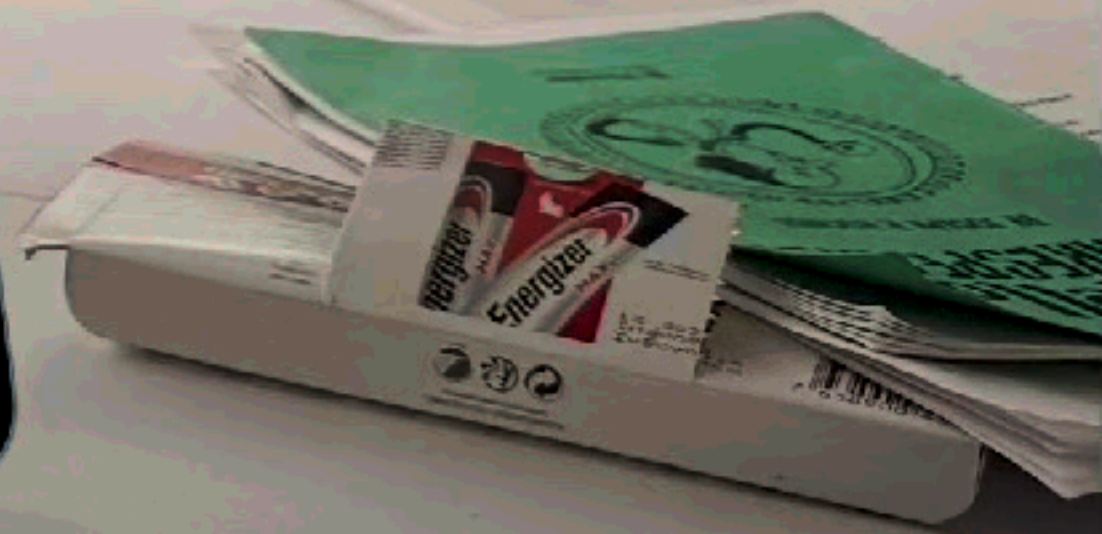
REC 00:52:09
100.07
100.00

Disable Design

Master MTR VPA AFV MC 1 WIDE ZOOM

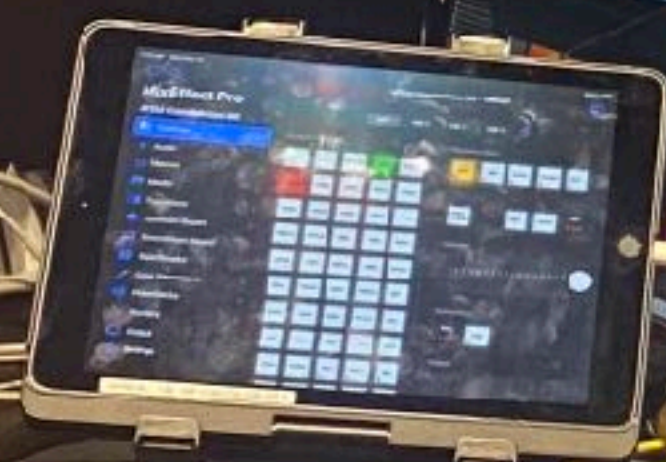
ATEM Mini Pro Control Panel

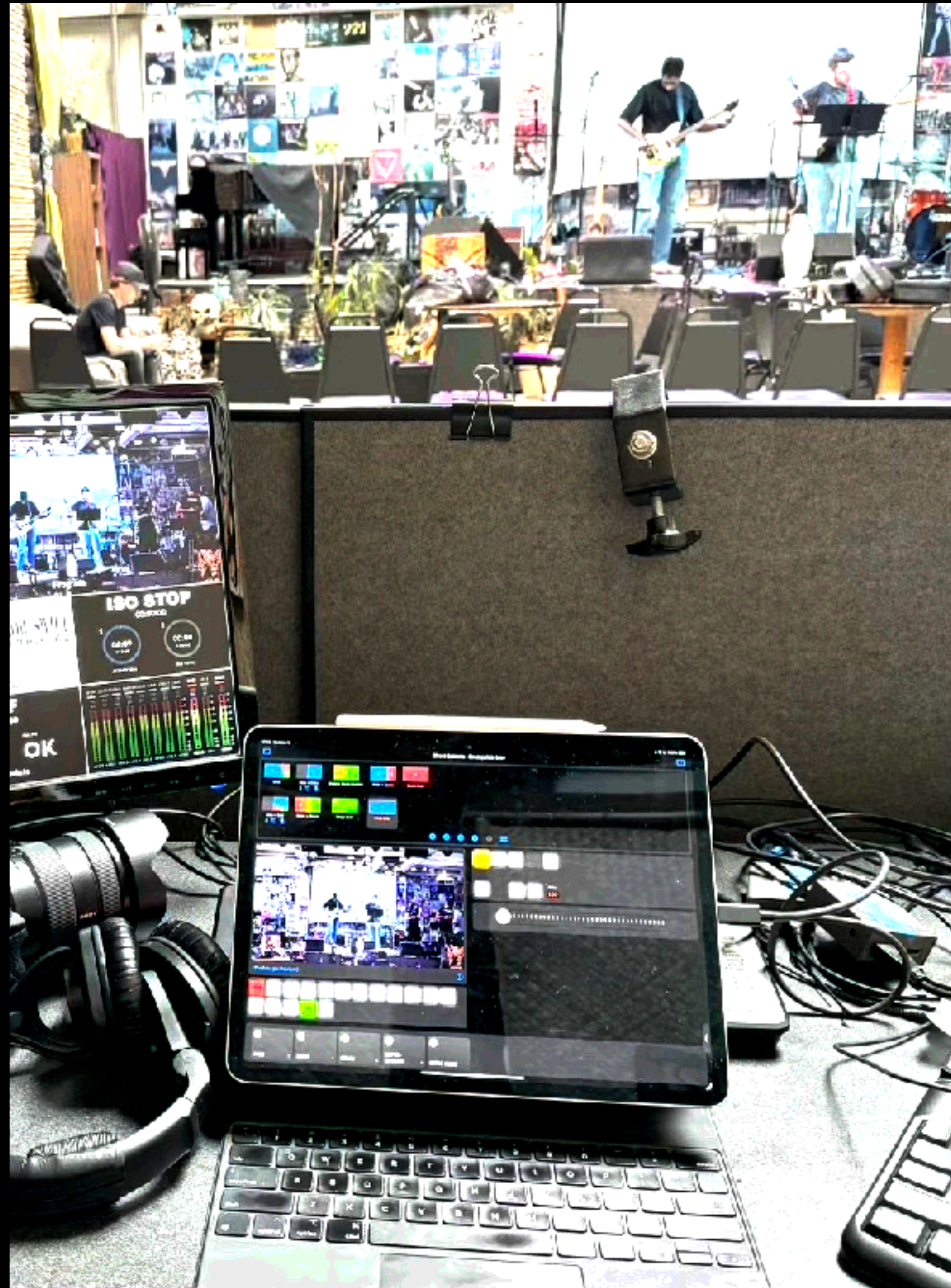
Control panel with a keyboard and various buttons for video production control.





LOOK HERE





**One Person,
Expanded**



ChatGPT



Xcode



Codex

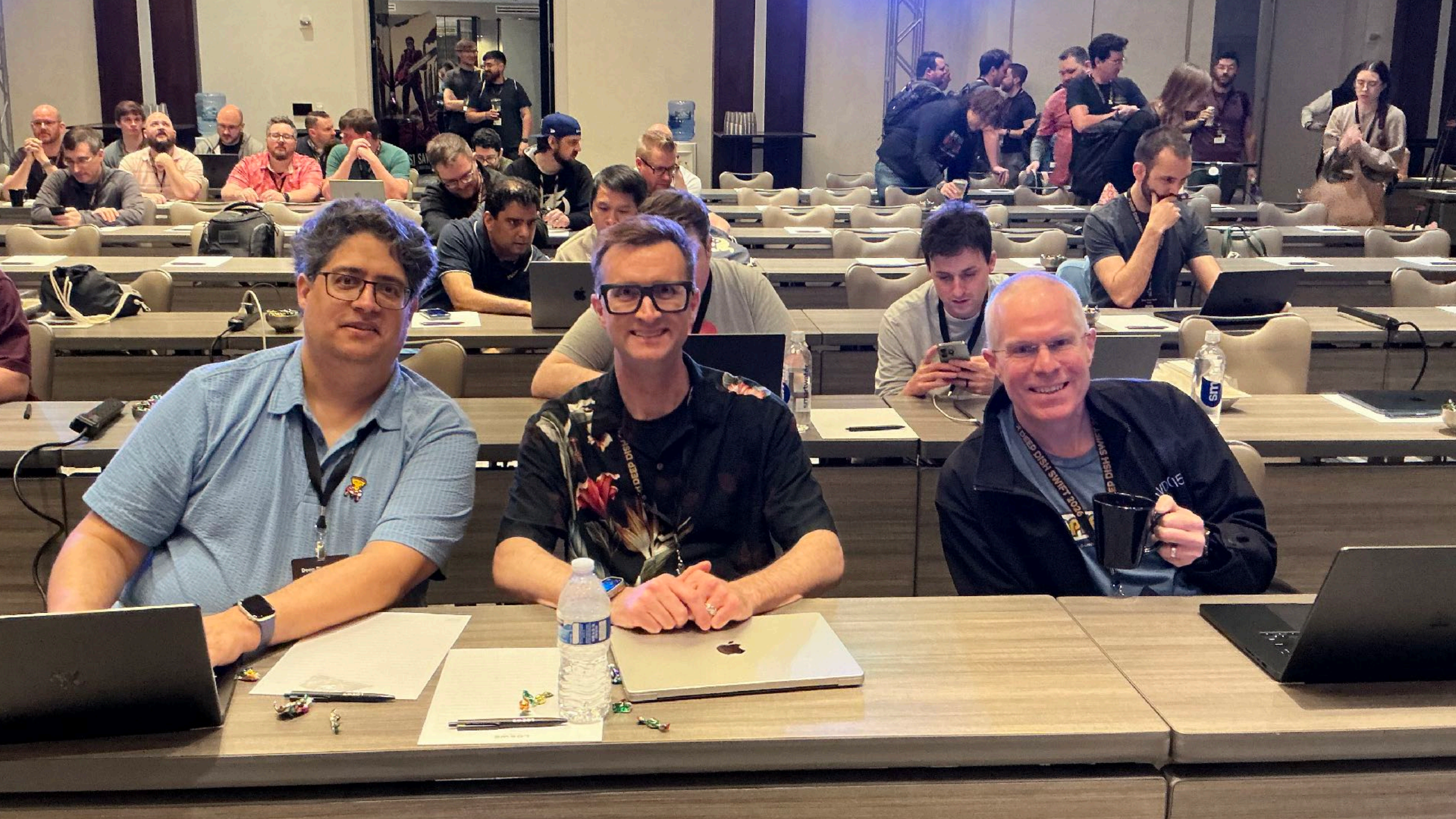




Serial



Parallelization





Deep Dish Swift

A supreme **Swift** developer
conference being served in
Chicago, Illinois

April 12th to April 14th, 2026

RevenueCat

Start monetizing
your app in m...

Apps dat...

Sup...

Re...

RUN...

DARE TO
RELEASE
A FI...



Josh Swift
Senior Business Development
Chicago, Illinois

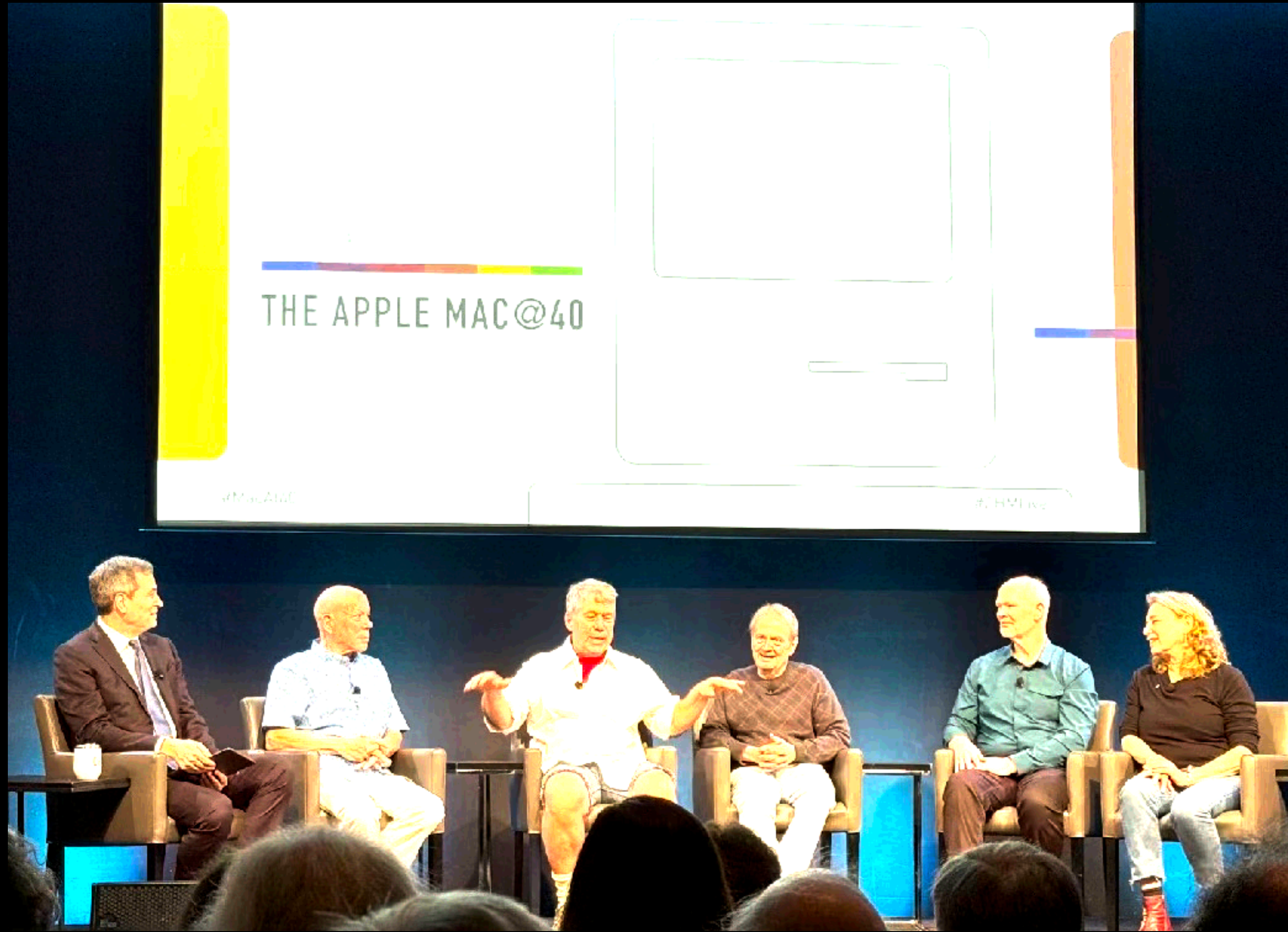


RevenueCat
Sponsors
LAUNCH LIVE

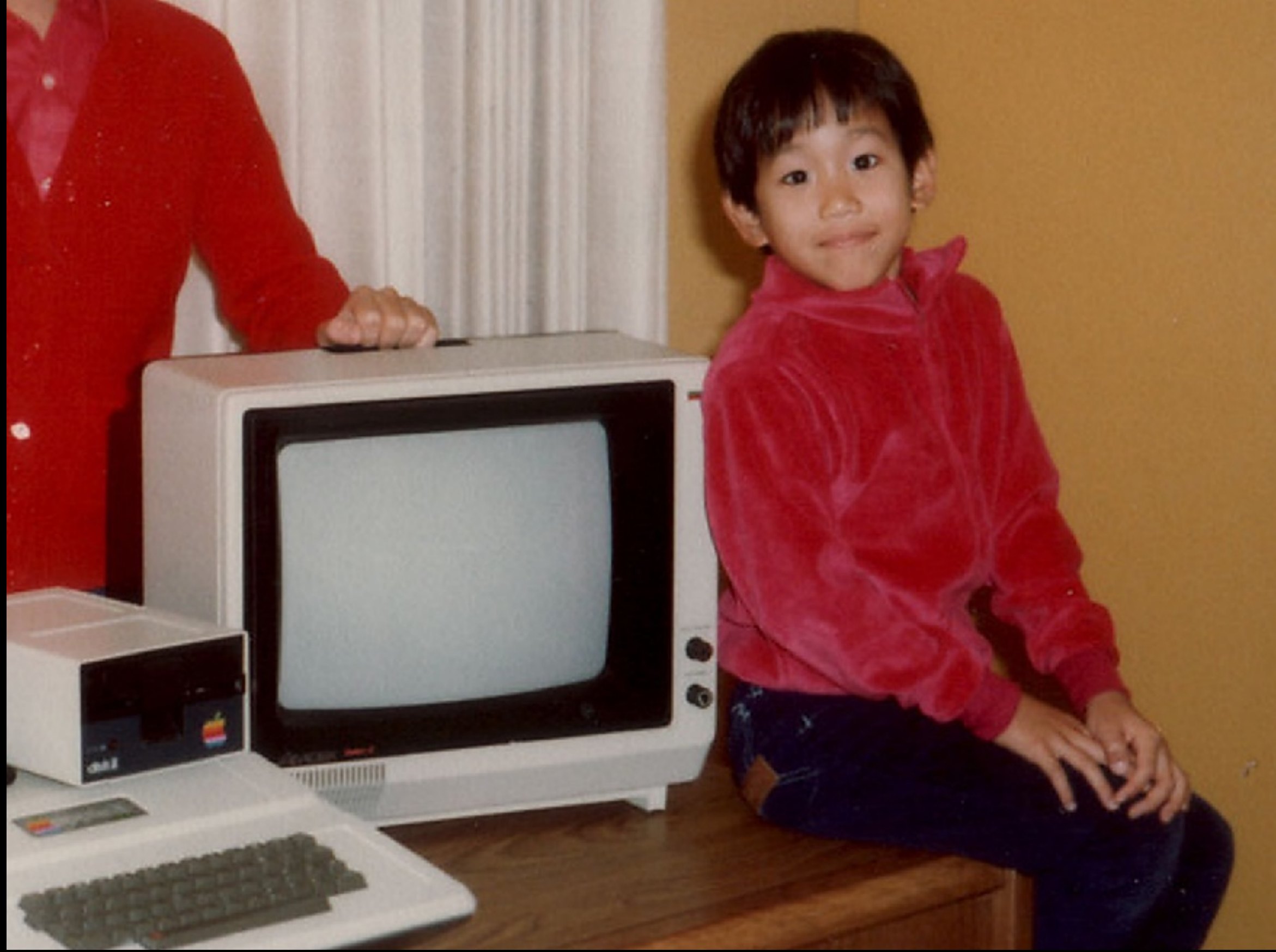
LAUNCH LIVE
Charlotte

Why are we here?

HOME OF THE

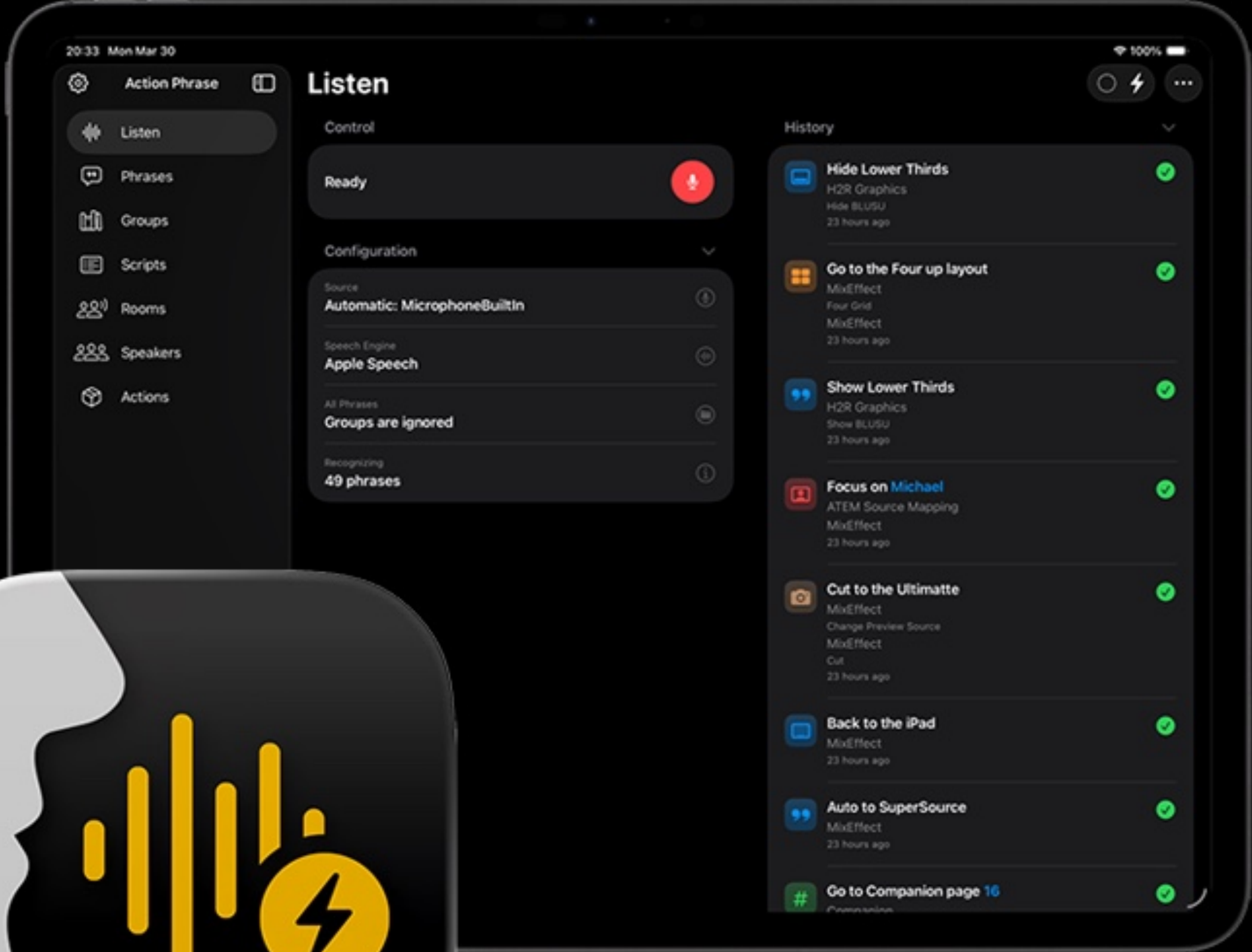


- **Determine what truly drives you to be indie**
- **Solve problems that matter**
- **Use the tools that expand what you can do**
- **Know when to pivot, when to let go, when to rebuild**
- **Don't do it in isolation**





Thank You!



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