



Ghazenfer Mansoor

Ghazenfer Mansoor is the CEO of Technology Rivers, a software development firm specializing in AI-powered solutions, SaaS product development, and healthcare technology. He helps startups and service-based businesses streamline operations, automate processes, and scale through smart, efficient software. Ghazenfer is also the author of *Beyond the Download: How to Build Mobile Apps That People Love, Use, and Share Every Day*. He shares insights on innovation, growth strategy, and building technology that drives real impact.

Mobile App Growth

How to design, build, and market apps people use, love, and share every day.

Session Titles:

- *From Download to Daily Habit: Secrets of Mobile App Growth*
- *Building Apps People Can't Live Without*
- *The Viral App Formula: Design, Data & Growth Loops*
- *Beyond Installs: How to Drive Engagement, Love & Shares*
- *Designing for Stickiness: Growth Strategies for Mobile Apps*
- *Turning Users into Advocates: Sustainable App Growth Tactics*

Key Takeaways:

1. How to craft user experiences that turn downloads into loyal users.
2. Using viral growth loops and organic sharing to accelerate app adoption.
3. Leveraging smart design and analytics to understand what keeps users engaged.
4. Shifting focus beyond installs toward long-term engagement and retention.
5. Designing for stickiness so apps become part of users' daily lives.
6. Turning users into advocates who naturally share and recommend the app.