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The market for mobile apps is growing at a remarkable pace and keeping up with this technology can be exhaustive and cost prohibitive for small business. It wasnâ€™t until the beta version of appsbar, the free app builder for Android, iOS, Blackberry, and Windows phones, that a new reality set in; anyone can compete in the mobile marketplace.

The no-cost app development tool levels the playing field and allows a business of any size to market products and services in a unique way.

Through its year-long beta period, appsbar signed up over 100,000 users who were collectively responsible for more than 9 million app launches. That type of traffic has caused a multitude of competitors to come out of the woodwork.

Tiggzi is the most recent DIY app developer claiming to offer app development at no charge. Unlike appsbar, the service is solely reliant on third-party APIs referring users to services like Parse and StackMob.

The company â€œpromisesâ€• to develop an appsbar-like hybrid option for users who need both native an HTML5 apps. Currently, users need to develop separate apps.

Copying the appsbar, easy-to-use, drag-and-drop interface, the upstart has a sleek look but doesnâ€™t compare to the original. Appsbar employs app coaches and the app wizard â€œDigiâ€• to not only walk a user through the process, but also make optimization suggestions along the way.

And then of course, we get to free. The appsbar service is free. The development, coaching, publishing, and launching is all free.

â€œWe want to give people the power to build and create,â€• said Appsbar founder and CEO Scott Hirsch â€œWe want to empower people to use and enjoy this easy tool.â€•

Appsbar opens up the mobile marketing category for small and medium-size businesses, artists and musicians, and individuals who want to create in that space. Appsbar has done this by removing the two largest barriers; cost and programming expertise. Appsbar is doing for mobile apps what companies like Intuit and Blogger have done for novices looking to publish websites and blogs.

Conversely, the Tiggzi service which touts itself as â€œfreeâ€• is only free for the first three pages of app design and development. They boldly claim to be free despite the â€œplans and pricingâ€• tab on the hom page of the site. The â€œfreeâ€• version is only $10 per month (for hosting) while other plans go as high a $50 per month.

Appsbarâ€™s apps are published within 10-14 days but can be shared immediately through an HTML5 browser.

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