

Peyton

- Describe Market Strategy
 - **Cost effective marketing is key (Ex. All children ages 6-10 = tv ads on certain channels)**
 - Name a strategy and why (Ex. Radio, newspaper, sponsorships, email lists, recommendations, etc.)
 - Name cost, even if it's pennies or free, can start small early on and build on what will be allocated towards marketing as time goes by
- **Describe Previous Business Successes:** a resume with all relevant experience and training, **personal business ventures possibly or professional**
 - Do you understand business and what it takes to run one? (Ex. Experience running social media, coding, marketing, apps)
 - Can you manage people? (Ex. Leadership experience)
 - Do you understand money? (Ex. Money managed in another business or if you know someone on your team that can)****Applies to you or anyone on your team**

Describe Market Strategy – It is important to think about how popular modern-day social media apps like Instagram and TikTok promoted themselves to the masses around the world.

- Radio – Maybe? Radio broadcasting isn't quite dead, but I feel that it is dying, mainly because people use Bluetooth audio in a car, speaking from personal experience, I haven't heard the radio in years, maybe not the best way of marketing and spending money towards getting an app known to the public.
- Newspaper – No... do people really still use this for news?
- Sponsorship – A good option to take into consideration when getting your app out there. Whether on a small or large scale, sponsorships seem to be very lucrative in providing popularity. Mouthpiece sponsorships for smaller league basketball tournaments don't sound like a terrible idea to be honest.
- Email lists – Speaking from personal experience again, I have never looked at my email to get news about new product or services, and when I do see them, I always get a "scam" vibe, so yeah.
- Recommendations – Yes, I believe that this is probably the best way to get traction for an audience at a small scale starting out, having people recommend the app to others creates an exponential increase in consumer usage for the app, an excellent way to get the name across at a smaller scale.

In an article, <https://influencermarketinghub.com/tiktok-growth/>, it discusses the rise of TikTok in what was formerly known as Musical.ly at the time. They say that they marketed their ads on other social media platforms that the younger audience would use like Snapchat and YouTube. So, I believe doing something like this is best, whether it be sports connoisseurs or younger people in general, getting Mouthpiece advertised where they are seeing it is the best way to go.

Not sure about the finances of it, but with that aside, no matter how much it might be, I believe that this will be the most effective strategy.

Describe Previous Business Successes

- Do you understand business and what it takes to run one – Not really, I understand the basics when it comes to effective ways in which to market a product or service, but when it comes to applying said knowledge, I have no real-world experience, I have never been in a position to need to do that.
- Can you manage people? – I have managed a group of classmates for group projects in high school, and once in college to successfully get a project completed. Besides that, I've tutored and been a drum major for our high school band, nothing serious, but I have had some moderate experience.
- Do you understand money? – When it comes to finances, I have very limited knowledge. I could most definitely work out the math for business related costs, but I have, again, no real-world experience in knowing where to put said money for the company. With that being said, I am sure someone else on this team could understand money and business-related expenses better than I could.