My initial app idea is to create a Bluetooth Arduino controller and use the inputs from the user to maybe have a simple game displayed on the screen. It could be something simple like a tic-tac-toe board on an Arduino that links to a virtual tic-tac-toe board, the winner could be displayed on the board. Alternatively, another app could be one that uses the iPhone’s clock app to display the time on an Arduino board or that creates a schedule / reminder list.