

## **Mission Statement for VTP**

### **Product Description:**

Senior Design team will be designing a web-based video tagging portal application that will attempt to add a social networking aspect to videos that are found on the internet or uploaded to the site.

### **Key Business Goals:**

- Product introduced in the second quarter of 2013
- Provide a social networking feel to videos.
- Allow users to use videos from sites such as YouTube.com and viemo.com
- User will be able to upload their own videos in supported formats.
- Allow users the ability to share the videos with friends.

### **Primary Market:**

- Social network users

### **Secondary Market:**

- Advertisements
- Products in a video
- Others social networking sites

### **Stakeholders:**

- User
- EchoStar
- Sling.com