**The app is called "FairMarket" and it is a platform that connects buyers and sellers in a specific industry that is dominated by a few large companies. The purpose of the app is to create a more competitive and fair marketplace for products and services, by providing an alternative to the monopolistic companies.**

Here are some specific features that the app could include:

1. Search and discovery: The app could allow users to search for products and services within the specific industry, using filters such as location, price, and ratings.

2. Ratings and reviews: The app could allow users to rate and review sellers, creating a reputation system that incentivizes sellers to provide high-quality products and services.

3. Secure transactions: The app could facilitate secure transactions between buyers and sellers, using a payment gateway that protects both parties from fraud.

4. In-app messaging: The app could allow buyers and sellers to communicate with each other through an in-app messaging system, allowing for easy negotiation and dispute resolution.

5. Analytics and insights: The app could provide sellers with analytics and insights into their sales performance, allowing them to optimize their pricing and marketing strategies.

6. Social sharing: The app could allow users to share their purchases and experiences on social media, creating a viral marketing effect that drives more users to the app.

By creating an app that provides a fair and competitive marketplace for products and services in a monopolistic industry, you can help consumers find better deals and give smaller businesses a chance to compete with larger companies.

Sure! Based on the app's purpose and features, here are some potential names for the app:

1. EquiMarket

2. FairDeal

3. MonopolyBuster

4. FreeMarket

5. OpenMarket

6. FairChoice

7. LevelMarket

8. ChoiceMarket

As for additional features, here are a few that could be included to make the app even more useful:

1. Advanced search: The app could include advanced search filters that allow users to find exactly what they're looking for based on specific criteria, such as year, model, location, or square footage.

2. Auctions: The app could include an auction feature that allows buyers to bid on items, creating a competitive marketplace that can drive prices down.

3. Negotiation tools: The app could include tools that allow buyers and sellers to negotiate prices and terms of sale, making it easier for both parties to reach a mutually beneficial agreement.

4. Virtual tours: For real estate and property listings, the app could offer virtual tours or 3D models, allowing buyers to explore the property before making a purchase.

5. Employment marketplace: The app could include a job marketplace that connects job seekers with potential employers, making it easier for both parties to find a good fit.

6. Easy listing process: The app could make it easy for sellers to list their items for sale, with a simple and streamlined process that doesn't require a lot of technical knowledge.

7. In-app payments: The app could offer a secure in-app payment system that makes it easy for buyers to pay for their purchases, without having to leave the app to complete the transaction.

By including these additional features, the app can become an even more valuable tool for buyers and sellers in a monopolistic industry, providing a more competitive and fair marketplace for a variety of non-perishable items.

**The immediate benefit of this app would be to provide users with a more competitive and fair marketplace for purchasing and selling non-perishable items, such as automobiles, machines, properties, real estate, and jobs. The app would benefit users in several ways:**

1. Lower prices: By creating a more competitive marketplace, the app would drive prices down, allowing buyers to save money on their purchases.

2. More choices: The app would provide users with more options for purchasing and selling items, allowing them to choose from a wider range of products and services.

3. Better quality: By providing a reputation system and ratings and reviews for sellers, the app would incentivize sellers to provide high-quality products and services, ensuring that buyers get what they pay for.

4. Convenience: The app would allow users to search for and purchase items from anywhere, at any time, making it more convenient than traditional methods of purchasing and selling.

5. Accessibility: The app would make it easier for smaller businesses to compete with larger companies, allowing for more accessibility and diversity in the marketplace.

Overall, the app would benefit users by providing a more transparent, competitive, and fair marketplace for a variety of non-perishable items, making it easier and more affordable for users to purchase and sell these items.

**To make the app go viral, here are some go-to-market strategies that could be used:**

1. Social media marketing: Social media is a powerful tool for reaching a wide audience quickly and cost-effectively. The app could create social media accounts on popular platforms like Facebook, Twitter, and Instagram, and use targeted ads to reach users who are likely to be interested in the app.

2. Influencer marketing: The app could partner with influencers in the industry to promote the app to their followers. Influencers could post about the app on their social media accounts, create YouTube videos or blog posts about their experience using the app, or host live streams or webinars to showcase the app's features.

3. Public relations: The app could generate buzz by pitching stories to media outlets and journalists, such as industry publications or local news outlets. This could include press releases, guest articles, or interviews with the app's founders or users.

4. Referral programs: The app could incentivize users to refer their friends and family to the app by offering discounts or other rewards for successful referrals. This could help the app spread through word-of-mouth, which is a powerful and trusted form of marketing.

5. App store optimization: The app could optimize its app store listing to improve visibility and attract more downloads. This could include using relevant keywords, creating eye-catching graphics and videos, and highlighting the app's unique features and benefits.

By using a combination of these go-to-market strategies, the app could reach a wide audience and build a loyal user base, helping it to go viral and become a leading platform for buying and selling non-perishable items.

One real-life example of a successful go-to-market strategy is the ride-sharing app, Uber. When Uber was first launched in San Francisco in 2010, it faced stiff competition from traditional taxi companies and had to find creative ways to reach customers and build a user base.

One of the most effective go-to-market strategies Uber used was targeted advertising on Facebook. Uber targeted ads to users who lived in San Francisco, were frequent travelers, and were interested in luxury cars. This allowed the company to reach potential customers who were most likely to be interested in the service, and to differentiate itself from traditional taxis by highlighting the high-end, luxury nature of its service.

Uber also used referral programs to encourage existing users to refer their friends and family to the app. By offering free rides or other incentives for successful referrals, Uber was able to build a loyal user base quickly and cost-effectively.

Finally, Uber used public relations and media outreach to generate buzz about the app and its unique features. The company pitched stories to tech and business journalists, and positioned itself as a disruptor in the traditional transportation industry.

By using a combination of these go-to-market strategies, Uber was able to successfully launch in San Francisco and quickly expand to other cities around the world. Today, Uber is one of the most successful ride-sharing apps in the world, with millions of users in hundreds of cities worldwide.

**An outline of the essential features for the app and how they can be categorized:**

Functional Features:

1. Registration and Login

2. Search and Filter

3. Listing Creation and Management

4. Payment Processing

5. Chat and Messaging

6. Review and Rating System

7. Notifications

8. User Profile

9. Analytics and Reporting

Non-Functional Features:

1. Security and Authentication

2. Scalability and Performance

3. Reliability and Availability

4. User Experience (UX) and User Interface (UI)

5. Compatibility and Integration

6. Compliance with legal and regulatory requirements

Step-by-Step Breakdown of Tasks:

1. Requirements Gathering and Analysis

2. Design and Architecture

3. Database Design and Development

4. Frontend Development

5. Backend Development

6. API Development and Integration

7. Payment Gateway Integration

8. Testing and Quality Assurance

9. Deployment and Release

10. Maintenance and Support

Specific User Requirements:

1. The app should be easy to use and navigate.

2. The app should provide a secure platform for buying and selling non-perishable items.

3. The app should provide a range of categories for listing items, such as Automobile, Machines, Properties, Real Estate, Jobs, and other non-perishable items.

4. The app should allow users to search and filter listings based on their preferences.

5. The app should provide a messaging system that allows buyers and sellers to communicate easily and securely.

6. The app should have a review and rating system to help buyers make informed decisions.

7. The app should provide notifications to users on activities related to their listings and purchases.

8. The app should provide an analytics and reporting system to help sellers track their sales and improve their listings.

Overall, building a world-class app like this requires a collaborative effort from a team of skilled developers, designers, project managers, and other stakeholders. A thorough understanding of the requirements, industry trends, and user needs is also essential to ensure that the app is built to the highest standard and meets the expectations of users.

**Acceptance Criteria:**

1. The app should allow users to register and login securely with different authentication methods such as email, phone number, or social media.

2. Users should be able to create and manage their listings easily and efficiently.

3. The app should provide an efficient search and filter system that allows users to find relevant listings based on their preferences.

4. The app should provide a messaging system that allows buyers and sellers to communicate easily and securely.

5. The app should have a review and rating system to help buyers make informed decisions.

6. The app should provide notifications to users on activities related to their listings and purchases.

7. The app should be available on different platforms such as iOS and Android, and it should be compatible with different devices and screen sizes.

8. The app should be scalable, reliable, and performant, even when handling a large number of users and transactions.

9. The app should be compliant with legal and regulatory requirements such as data privacy and security.

**Infrastructure Requirements:**

The infrastructure required to host the app to a capacity of any number of users will depend on various factors such as the expected traffic, the complexity of the app, the number of features, and the scalability requirements. However, the following infrastructure services could be required:

1. Cloud-based Hosting: The app could be hosted on cloud platforms such as AWS, Azure, or Google Cloud to provide scalability, reliability, and performance.

2. Load Balancing: To handle a large number of users, a load balancer could be used to distribute incoming traffic across multiple servers.

3. Database: A database such as MySQL or PostgreSQL could be used to store user data, listing data, and transaction data.

4. Content Delivery Network (CDN): A CDN could be used to distribute static assets such as images, videos, and other media files to reduce server load and improve performance.

5. Security Services: Security services such as firewalls, DDoS protection, and SSL/TLS encryption could be used to ensure the app is secure and compliant with legal and regulatory requirements.

The estimates for the infrastructure services required to host the app to a capacity of any number of users would depend on various factors such as the expected traffic, the complexity of the app, and the scalability requirements. It is difficult to provide an accurate estimate without a detailed analysis of the app's requirements and architecture.

**some general information about building a frontend and backend for a Java app.**

Frontend Development:

1. Choose a frontend framework such as Angular, React, or Vue.js.

2. Set up a development environment for the framework you choose.

3. Design and implement the user interface using HTML, CSS, and the framework's components.

4. Integrate the user interface with the backend APIs using JavaScript and the framework's APIs.

5. Implement frontend features such as user authentication, search and filter, messaging, and notifications.

Backend Development:

1. Choose a backend framework such as Spring Boot, Play, or Dropwizard.

2. Set up a development environment for the framework you choose.

3. Design and implement the data model using a database such as MySQL, PostgreSQL, or MongoDB.

4. Implement backend APIs using Java and the framework's APIs.

5. Implement backend features such as user authentication, search and filter, messaging, and notifications.

Note that this is just a high-level overview of the frontend and backend development process. The actual implementation will depend on the specific requirements of the app. It is recommended to hire a team of experienced developers to handle the frontend and backend development of a complex app.