App Idea 1 - Popup AR List for Autistic Children

1. Competition on app store
   a. None
2. General Audience
   a. Autistic Children and their Caretakers
3. Competing products
   a. None
4. Main feature(s)
   a. Point the device at an area in a room, and choose an area to leave a popup.
   b. Later, when you point the device at the same spot, the pop up will be saved in that spot in the Augmented Reality environment.
   c. The idea is to remind children with autism to perform certain tasks.
5. Price
   a. $2.99, because of the complex nature of the programming necessary.

App Idea 2 - Walk for a Scholarship

1. Competition on app store
   a. None
2. General Audience
   a. Students, parents, and anyone who wants to raise money for scholarships at BSU.
3. Competing products
   a. None
4. Main feature(s)
   a. Similar to Walk for a dog: https://www.wooftrax.com
   b. However, this is will raise money for scholarships at BSU, as opposed to animal shelters.
   c. For a certain distance walked by individuals who have the app, money would be donated from sponsors to scholarships.
5. Price
   a. Free, because this is an app created for charitable purposes.

App Idea 3 - Cattle Vaccination List & Tracker

1. Competition on app store
   a. None
2. General Audience
   a. Ranchers who own cattle
3. Competing products
   a. Cattle Tracker: https://www.farms.com/agriculture-apps/livestock/cattle-tracker
4. Main feature(s)

      a. Lists cattle owned by rancher as well as all of the vaccinations that each of the cattle has had.

      b. (Optional) Tracks cattle using location feature on Google Maps.

5. Price

      a. $2.99, which is $1 more than the aforementioned Cattle Tracker competition, because this app could also have a location feature.

      b. $1.99 if I do not include the location feature.