**Project Proposal**

Group 8

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**Overview**

*This document is submitted in partial fulfillment of the Business Application Development module 2019-2020 delivered by Manuel Tova-Izquierdo.*

# Initial Market Analysis

200 words excluding references to investigate the market for your product.

**[60% marks]**

In our world today we are presented with an ever-increasing amount of information. And it’s important that we keep up. Learning is a key part of life, and reading is key part of learning. Being able absorb text to download information from others is necessary and the faster we can do that the better. According to Warren Buffet, “the best investment is an investment in yourself… the more you learn the more you earn.”

There are applications currently on the market that help to increase reading speed are “Spreader” and “Read Me”.

However, reviews of these application show difficulty with installation, and if installation is successful the application crashes.

“This will not install on any of my computers, it just crashes when I try to run the executable file!”

“Not able to download the program, and going through troubleshooting does not work.”

Another issue is that they concentrate to firmly on reading speed and not enough on comprehension.

“Concentrates a lot on speed, but I feel that is missing how to read fast and efficient.”

(Amazon.com: Customer reviews: Spreeder [Download], 2020)

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# Product Proposal

100 words to describe your product that will fill the market gap identified above.

**[40% marks]**

**Product Name**: Flash Reader

**Aim**: Increase their words per min(wpm). Test comprehension, with mini exercises to assess their current speed. Will be a Web based application instead of an application in order to avoid the issues mentioned.

**Target market**: Primary school children from age 8-12.

**Reason**: A 12-year-old’s brain has stopped growing in size, but it’s nowhere near done developing. Reading stimulates the brain; our brains need to be engaged to keep it healthy. Reading places a greater demand on the brain, than speech and images. Mental stimulation from reading improves memory and learning capacity, keeping the mind sharp by slowing cognitive decline as you age, and strengthen your brain against disease like Alzheimer’s or dementia.