**MRD Examples**

Although both the MBA App and Sprout app look promising and have a potential big market size and a promising Go recommendation, my most favorite idea was the Boat Rental App. Apart from being a non-cliché App, it also strikes close to my heart, as being a fishing hobbyist, I consider this as a big opportunity to reach out to the renters and all the franks. It gets quite difficult for people who love to go on a boat, but do not have any means to get one or afford one. It also becomes difficult for the boat owners who occasionally use their boats to keep up with the maintenance/upkeep of these unused boats. The motors of these boats go bad when not used over time. Boat owners who don’t use the boat daily, have kept their boats in the storage where both their money and the boat are getting wasted. This App will revolutionize the market for the boat owners and the renters. The idea was done before by craigslist and Seattle boat company, both having their own set of drawbacks. Hence, looking at all the facts and figures, I believe the boat rental App has a huge potential for an untapped market of 88 million all over the country.