

College of Business Administration

Department of Management Information Systems

MIS 790

MOCK PROMOTION

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# Concept

“MOCK PROMO” is a Systems Development Project. It is an online game, where user can promote either YouTube Video or an idea listed by other user. The promotion will happen by sharing and investing credits.

# Problem Statement

This project is ought to solve the following problems:

1. YouTube Video Investment: The YouTube Video popularity can be calculated by number of hits, but the real worthiness of the video cannot be determined. Popularity and views doesn’t determine worthiness and value.
2. Idea Investment: There are plenty of ideas which do not get enough recognition and appreciation. There is no software platform to promote such ideas and evaluate the value of the idea.

# Solution

YouTube Video Investment: Number of YouTube hits only provides the popularity of the video. Investing on these videos will provide the actual worthiness of the video, which means how much in reality has the crowd really liked it, and appreciated it by investing virtual money on it.

Idea Investment: This application will provide a platform for ‘ideators’ to share their ideas and seek the worthiness of their idea in terms of virtual money. The ‘ideator’ can promote idea with a simple synopsis and wait for users to invest virtual money. Based on the total virtual money invested, the worthiness of the idea can be calculated for implementation in real time. The idea can be anything, ranging from out-of-box technological idea to an interesting short story. The idea can also be an interesting movie synopsis.

# Project Description

Project will have two features. These features will provide the user with diverse options of investment. The application will hold a portfolio of the investments of each user and displays the investment history. YouTube Video and Idea investment will provide the user:

1. To promote videos and ideas: User will share idea or video using the app. First level of promotion will happen at social media (like Facebook).
2. To invest on videos or ideas: Investor will view the ideas and videos and choose his/her interest and invest on it. User will then share his investment to other users on social media. If the other users like it, they will invest on it and share it with others and this will go on.

After a certain predetermined period of time the total value of the idea or video is calculated and analysis is provided to the owner. Based on this analysis the owner can now estimate the worthiness of the idea or video and can decide to either implement it or sell it or make next version of it.

# Success Criteria

The project is considered a success if:

1. Number of downloads exceeds 10,000.
2. Number of active users reaches at least 40 percent of downloads.
3. Revenue from the app will be $1M within one year of launch of application.
4. The user time spent on the app is more than an hour per week.

# Challenges

1. Finding a dedicated developer for the implementation of the application.
2. Finding a sponsor to invest on the development.
3. Marketing and promoting the app.
4. To reach out the ideators and convince them the benefits of this app.
5. To reach out the YouTube video owners and involve them to use this app.

# Competitors

The idea is new and has never been made into an app. The virtual investment on YouTube and ideas have never been thought of before. Currently no direct competitors are identified. However indirect competitors would include TED Talks, crowd funding applications.

# Benefits

The benefits will include:

1. The user will make in-app purchases when he/she needs more credits to continue in the game. Every such purchase will earn 10,000 credits to user with the cost of $0.99.
2. User will get a platform to promote his/her ideas or share videos.
3. Users will be able to estimate the worthiness and value of their Idea or Video.
4. It is a great experience for me as I am designing and developing such application for the first time.