**Capstone Pitch Card**

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Answer the below questions for your capstone concept pitch. Copy and paste the question and answers into a Slack message to the instructors in your group instructor channel. The instructors will either approve your concept in Slack and/or meet with you to talk further about your concept. There is no need for user stories at this point, as this is only the initial concept pitch for approval. Writing the project user stories comes after concept approval.

**Give a brief overview of what your app is:**

**“**Employee Aisles” or “Aisles” for short is a small online marketplace for employees of a nameless parent company. This additional resource will offer employees discounted prices on the parent company’s inventory. There will be three aisles, one for food, another for drinks, and the last for miscellaneous products. Employees will also be able to search for items and browse by aisle. Employees can store items in a shopping cart to purchase at their leisure. Employees can log in and out.

**Describe the business problem your app solves:**

By offering employees discounted prices on the parent company’s inventory, the parent company can potentially reduce employee wages, gain a small profit, as wells as write employee discounts off on company’s taxes.

**What APIs, if any, do you plan to use?**

None – I don’t see the need for additional APIs but will research thoroughly if need be.

**Please list the API and what feature it ties to:**

None.

**What is your project “wow factor”? You need your project to stand out in some way. Think about when in an interview, what is the project feature you will be the most excited to talk about? That is likely your “wow factor”**

A beautiful and easy to use design that will attract employees to use the website, as well as attract potential employers.