

Executive Summary

After asking college students what problems they face on day-to-day basis, two issues surfaced more often than any others: physical health and money. While we understand that these two issues, among others, cannot be completely lifted off of college students' shoulders, our mobile application, Move, will lighten that pressure by monetarily rewarding students for exercising throughout their weekly on-campus routines.

Similar to the design intuited in the Under Armour Connected Fitness™ applications and Fitbit's SmartTrack™ technology, Move tracks the individual's steps through their smartphone's or watch's internal pedometer and converts steps into miles walked or ran. Able to keep track of each student's individual mileage walked, Move will accurately transfer money (or points) to his or her Towson One Card, as long as the daily goal is met.

According to Bucknell University, the average college student walks about 3.75-4.0 miles per day, which is 1.0-1.25 miles short of the recommended distance of 5 miles a day. With Move, we intend to incentivize students to increase their daily walking average to the recommended threshold by rewarding students who increase their daily walking distance to and beyond the recommended 5 miles. Every weekday throughout the semester that students accomplish this goal, they will receive \$.30 toward his or her Towson One Card. Move will allow students to, not only improve physical wellness, but also put a little money in their wallets, up to the allotted \$42 a year.

In partner with American Diabetes Association, Move also will offer an option to donate the allotted \$.30 per day toward Diabetes research. The donation option will entice investors and advertisers to fund Move because it will create good publicity for those who do, while also marketing their own products. Marketing Land deduces that by 2019, mobile advertising will represent 72% of all US digital advertising spending, suggesting that mobile advertising is the preferred means of digital advertising. Move's partnership with American Diabetes Association makes it possible to reward students and donate to a good cause, just for staying healthy.

Move's implementation plan consists of three parts. First, application engineers will create Move as a seamless application capable of tracking users' daily mileage, while not inhibiting their ability to operate his or her phone. Second, the application will be offered for free via the Apple App Store, and marketed on social media platforms such as Facebook, Twitter, and Instagram, enticing users buy, and consequentially build brand loyalty with Move. The final step includes gaining investors to provide the funding to both produce Move as well as pay users their daily reward.

Move alleviates the stress of being a student in today's constantly moving society. We here at Move believe that given the opportunity to better one's self, while helping others, students will make the most of it, and will get moving for a good cause. With our proposal, we offer you the chance to invest in our hybrid non-profit that encourages not only financial profit, but also invests in humanity.

Sources:

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