

Core Features

Blocks ads off 3rd party apps.

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Free; doesn't cost anything to use the app.

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Available in the google play store and apple store for all devices.

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Compatibility with all devices and brands.

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Hurdles

Other competitors and competing apps.

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Profit, is it possible to make profit, while keeping the app free?

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User engagement & Retention; Will customers ditch their other ad-blocking apps and use ours?

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The app must be unique compared to other ad-blockers or we risk the chance of an lawsuit.

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Marketing

Make a social media page to promote the app.

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Pay influencers to promote the app on their platforms.

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Word of mouth, recommending the apps to friends, who may recommend it to other people.

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Pitching the ideas at convention for others to see.

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Funding

Bank loan

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Using money from savings or saving up money

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Possible contributions from family and friends

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Pitch your ideas to an investor in hopes of them investing in your app

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User Experience

Must create a username and password for the app

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User must grant access for the app to make changes to ther apps.

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User can add up to 5 apps, they would like to block ads off at an time.

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User must read and sign a terms and conditions agreement after creating an account.

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