**App Launch Plan**

Our application (TaskMaster) will be described in app stores as leading the field in taskology. To represent our application, the icon will be human hands with a clock face resting in their center. The clock face represents time whilst the hands will represent control, tranquility, and practicality. A vivid, contrasting, color scheme will draw users' eyes to the icon in the app store list.

TaskMaster will successfully run on API 28: Android 9.0 (Pie) which, according to Android Studio, is about 75.1% of devices. Hopefully this will be enough of the user population to establish a beachhead in the market without sacrificing too many useful API features. This will ensure backward and forward compatibility for our users. Our team is not concerned with the development implications of choosing this API version.

Our plan for monetization of the app is a freemium model. We will set a limit to the amount of events a user can keep track of and offer a one-time payment for unlimited events. This is essentially making the user pay for storage on a device which they already own but the idea is that they will be paying for the software as a service to create events. This fee will be small and will include support for the product until its next major version (e.g. 1.0 -> 2.0) upon which time the user will have to pay for the new application as we will deploy 2.0 as a new app in the store.