Team Rad Rod Marketing Analysis:

Target Market:

Our app is targeted at the students of the University of Colorado Boulder which has a population size of 23,000 undergraduate students. We chose this market because there aren’t many competitors for an app like ours. We understand that most students have a limited amount time to devote to their assignments, and often times they can’t make traditional office hours. We’re targeting this market because we believe we can solve that problem.

Profile of Competitors:

We’re competing against other scheduling apps, such as Meetup, Pocket Schedule, and Timely. They all provide a generalized scheduling app, where users can easily create appointments with each other. They’re apps are targeted at a broad audience, including appointment scheduling for the medical industry and business meeting scheduling. They often leave out functionality for Universities though.

Competitive Advantage:

Our app is more tailored for our target market. There aren’t many other apps that include information that would be relevant to a college student. Our meet up app will include information regarding assignments, class times, office hours, and time management. Our app will also be free for students at University of Colorado Boulder.