Team Rad Rod Marketing Analysis:

Target Market:

University of Colorado students. 23,000 students, growing population,

Customer characteristics: College student, poor, strapped for time.

Target Market:

The target market for our app are the students of University of Colorado Boulder which has a population size of 23,000 students in our undergrad programs. This population is increasing every year. Most students have a limited amount of time per day, and often times they can’t make office hours. We’re targeting this group of people by providing a flexible office hours app.

Profile of Competitors:

Meetup app, Pocket Schedule, timely, ect…

We’re competing against general scheduling apps, including