

App Idea #1 -- Sports Betting Model / Tracker / Scores

1) Competition and Improvements:

The Score sports app

ESPN sports app

Yahoo! sports app

How To Improve:

- 1) I will highlight spreads and point totals instead of general scores.
- 2) Allow you to put in your picks and keep track of Win/Loss
- 3) Provide a model/simulation of games and tips on what to pick.

Audience:

- 2) My app will be tailored directly to the sports betting market, not to the casual sports fan. People who bet on sports daily and want to keep track of their books and track their current bets.
- 3) My app is better suited than competing products because I am targeting a niche market and not basing my product to the general public of sports fans.
- 4) The main features needed to be implemented would be a database system that is pretty substantial because there is a lot of data to keep track of in sports. The Internet will be needed to update and track votes.
- 5) This will be a free app because most competition is free and you want to get as many downloads as possible, revenue option is to run ads or create premium membership for certain features.

App Idea #2 -- Penguin Racing Game

1) Competition and Improvements:

Polar Run

Penguin Racing: Slide and Fly.

Animal Escape

How To Improve:

- 1) Improve the functionality of the movement.
- 2) My app will be a different style where the penguin is directly at the bottom. Different game style.
- 3) Create a fun store to customize penguins.

2) Audience:

My app will be tailored to kids and younger people, along with anybody who plays video games.

- 3) I believe my app will be better for younger kids because some of the apps have bad controls and bland graphics that don't appeal to kids.

4) The main features needed to be implemented would be the accelerometer in order to measure phone tilt.

5) This will be a free app because it is targeted to kids and parents don't want to pay for an app for their 8 year old.

App Idea #3 -- "Tinder" for events, crowd-sourcing special events such as concerts, see who in the area is going, make connections.

1) Competition and Improvements:

All Events in City

Eventbrite

Fever

2) How To Improve:

- 1) Create this app to work in all cities
- 2) Specifically get events for colleges and younger people
- 3) Allow for people to see who is going and make connections with others attending.

3) Audience:

My app will be targeting college kids, younger people because it will advertise events in nightlife.

3) This will be better for my audience because a lot of these apps advertise high priced events such as concerts and roof-top bar nights etc. I will advertise and push cheap and affordable events for young people.

- 4) MAin feature needed will be location services in order to see events near you.

5) This will be a free app because money will be made by business paying to get their events on the app.