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App Launch Plan

Getem Launch Plan

**Description**: Welcome to Getem, the app where you go and get what you want. Explore the different options to assess weight values, increasing and decreasing weight to achieve your goals. Endless color options and variety. What are you waiting for? Go Getem!

Getem is the all-new special application for weight evaluation and management. Cutting edge technology drives this one of a kind application for weight. We are excited to explore what is possible with the application in this launch plan. The icon of our application will be a G and the color scheme will be our top two theme colors, right now blue/purple and white. I think this is pretty effective and most users will end up finding that distinct icon separate from the rest.

We are planning to run on the newest versions of Android available since 2018, that’s already a four year window. Most devices run through their lifecycle in five years so we will be supporting a good amount of devices. As newer versions of Android get introduced to end users, we will need to make some changes but right now we are set for a while.

We will have some permissions needed, you could become friends with someone over the app and will need rights to explore your contact list. In the initial version of the app this functionality is not yet present but it’s a good consideration.

Currently the application is free. The short-term goal is for it to be free as well. If we change board members and establish a higher end userbase, then we will need to employ some monetization practices. I think initially we will have ads on the app that are non-invasive. That way the free userbase doesn’t get annoyed when a new ad or window appears and disrupts the workflow of the application.