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Homework Assignment 2

Idea 1: BeerDie Tournament Map

BeerDie is a very competitive drinking game that is growing rapidly at universities in the U.S. This simple app would allow users to either host tournaments, or see/join tournaments on the map.

1. There are no competitors for this app idea from what I can see.
2. The target audience for this app will be young adults and college students, typically ranging from 21-25 who either love playing Beer Die competitively or want to learn it.
3. Same as question 1, this app would be the first of its kind.
4. This app will require a remote database for storing tournaments and matches, as well as the GPS to show users where local tournaments/matches are happening.
5. I would make this app free unless it becomes big enough to where I need more data. Once I can no longer sustain it, I have two ideas for collecting revenue.
 - a. The first is simply ad revenue, but I don't want to take away from the user's experience.
 - b. The second is to take a very small portion of the user's buy-in for tournaments (if the host decides to make a buy-in)

Idea 2: Water Uber

The hardest part about waterskiing, wakeboarding, tubing, or any fun activities on the lake, is getting a boat. Boats are very expensive, so I'm proposing an Uber-like app where users can call and pay a boat driver for a specified amount of time and have the driver take them out on their boat for whatever activities they may want to do.

1. There are some competitors, but their target audience doesn't align with mine.
 - a. GetMyBoat
 - b. Click&Boat
 - c. Boatsetter

I will make mine better by:

- d. Specifically targeting wakeboarders/waterskiers/tubers
 - e. Availability on lakes rather than the oceanfront
 - f. Allowing users to spontaneously call a water uber when close to the shore, rather than having to plan it out in advance
2. This app is targeted toward people who want to do *specific* activities on a lake, but don't have the resources to buy and tow their own boats.
 3. Same as question 1
 4. I will need a database to store boat drivers, callers, background checks, calls, dates, etc, and I will use GPS so that drivers can pick up the callers.
 5. I would collect revenue by taking a small portion of the payment that goes to the boat drivers.

Idea 3: Internship Opportunities for Students

Students from every department are bombarded with forwarded emails about internship/research opportunities. I am looking to create a consolidated space where students can get alerts about internships, research, and full-time opportunities in their field.

1. There are no direct competitors for this app, but some professional social media sites such as LinkedIn and Handshake also advertise job opportunities. This app would be created strictly for Boise State students as a replacement to the emails they get about job opportunities and would be tailored to their fields of study.
2. This app targets Boise State students of all majors and ages. Students will be able to filter job opportunities by their field of study and experience.
3. This will be better than Handshake or LinkedIn because potential employers seeking Boise State students will be able to place jobs directly in this app with all necessary information, and students will be notified in a more efficient manner than having to sift through a vast database of job opportunities across the globe (LinkedIn)
4. This app would not need any specific mobile phone functionality. I would only need a remote database for storing job opportunities and user preferences.
5. If I were to collect revenue for this app, I would charge a flat rate to the university and simply hand it over to them to do as they please. I don't want any student looking for a job to have to pay to use this app.