

## Product 1 - IS322 Project 3

<b>PROBLEM</b>  People want movies to watch but streaming costs money, and downloading takes time  <b>EXISTING ALTERNATIVES</b>  DVR recording, movie rentals	<b>SOLUTION</b>  Searching through a mobile app that allows the user to remotely queue a torrent file to download to their local machine	<b>UNIQUE VALUE PROPOSITION</b>  Find the torrent files for your favorite movies and download them to your home computer from anywhere  <b>HIGH-LEVEL CONCEPT</b>  Download torrents to your desktop on the road	<b>UNFAIR ADVANTAGE</b>  Unique product	<b>CUSTOMER SEGMENTS</b>  People who want to find out more about movies, tv shows, etc., and would like to have the option to download the torrent to a local client or watch on Netflix.  <b>EARLY ADOPTERS</b>  People who watch movies and tv shows or download torrents of movies and tv shows
	<b>KEY METRICS</b>  Page views  Download counts  Frequency of use		<b>CHANNELS</b>  Web advertising  Word of mouth	
<b>COST STRUCTURE</b>  Server cost to host files and handle bandwidth			<b>REVENUE STREAMS</b>  Advertisements	

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