**400 word responses for each of the following:**  
  
  
**Provide a summary of idea, application, product or service:**  
  
Shoutbreak is an Android App for anonymous localized messaging. Users are able to send “shouts” to all other Shoutbreak users within a certain radius (e.g. everybody within 100 meters). This radius grows as you gain points within the application. High level users can reach thousands nearby; spammy users can lose points and have their radius shrink.  
  
  
**Describe the stage the company is at in the design/development process:**  
  
We have completed the fourth iteration of our Android App, and the second iteration of our Server code. We are launching a Beta program at Penn State University this November. The App will be in the Android Market before 2012. The codebase is stable and well tested.  
  
**How have you incorporated Amazon Web Services as part of your solution? What services used and how?**

Our architecture was designer with the primary goal of scalability. As such we rely on a number of AWS technologies. The Shoutbreak App makes HTTP POST Requests to our server. The server is an EC2 instance running Apache on Debian Linux with PHP and Memcached. We will employ Load Balancers to distribute traffic among multiple instances as traffic increases.

The server stores all data within Amazon Simple DB.

The server processes various request types (create account, location ping, send shout, send vote, request scores, etc.)

**What was your inspiration or what problem is being addressed with this application?**  
  
**Who is your target customer/ user and what is the potential market size?**  
  
**List key competitors of your idea, application or service and how your idea is different?**  
  
**List names and brief bios of key team members:**