**In 500 characters or less, concisely describe what you’re building and what problem you are solving. Pretend you are explaining to your mom or dad.**

**Who are you building for? Who is your target audience?**

We are building our project for the educational system to be properly utilized by its students. Our target audience is students who improperly receive events and information from their schools and want to be up to date with all things happening in their schools.

**Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?**

We chose to have the idea focusing on education to have students being able to access their academic as well as non-academic information in one place so there is little work necessary to be informed about the LATEST events in their schools.

We have domain expertise in this area through our experience as students in public schooling. From living through the systemic nature of school in NYC we know that students like us struggle to properly ameliorate information on PSAL data and news that isn’t adequately propagated.

**What's new about what you're making? What substitutes do people resort to because it doesn't exist yet?**

What we’re creating propagtes a better user experience and interface and also allows for a seamless and fluent transition between the various manners in which a student interacts with his aspects of school, further appending the user influence with something great. People report to an app called ‘School Info App’ that does a mediocre and ugly job at delivering this service. The app is extremely generic and lacks quality control depending on the school. Quality control is extremely essential to have a good app all around, not just an okay app.

**Who are your competitors, and what do you understand about your business that other companies in it just don't get?**

We have one competitor and its name is “School Info App.” Our competitor, although it has absolutely great ideas, the execution is terribly poor and there is a lack of quality control in its variant apps. Since we plan on marketing to various schools, we want it to look pretty and sexy as a whole. To do this, we have to add schools and likewise on a case by case basis.

Other companies don’t understand that there is a drive and need to be pretty in apps in general. Their apps don’t have the ease of use and beauty our app will have.

**How will you get users? How will you make money? How does this become a giant company?**

We will get users through school subscriptions and maybe a partnership with the DOE. Subscriptions will be a base to have schools partner with us in order to gain some cash. The more schools we partner with and the more money we make, we’ll eventually expand into other states and counties in the US and NY.

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**What technologies will your app use? APIs? Kimono? Arduino? Bootstrap? Etc.**

We will be using Bootstrap, a data scraping API, Google calendar api, push notifications, and maybe geolocation data.

**Will you need to buy any supplies or licenses? If so, what, and how much will it cost? Remember that teachers can veto all purchases!**

FREE TREEHOUSE.

**What are the 5 (or fewer) most important features your idea can’t live without? Keep in mind MVP.**

Schedule, sports, school news feed, grades.

**What are 5 (or fewer) additional features you would *like* to implement.**

Student ID, grades, school store, ?class chat?, contacts section with school/teacher information, notes/reminders.

**What are 5 (or fewer) additional features you think are too hard to accomplish in two weeks, but would like to tackle if you had the time?**

Student ID, grades, school store, ?class chat?, contacts section with school/teacher information, notes/reminders.