

To: Mart Doyle: CEO
From: Ally Guilford
Date: 12 April 2012
Subject: Applesoft

Millions of dollars are made every year through applications designed for Apple products. However most companies use Microsoft supported document software and are pushing towards revenue enhancing Apple products (such as the iPad and iCloud). Because the ability to create, edit, or view a Microsoft document is limited to Microsoft supported software, I propose developing Applesoft. This application will enable the user to produce, modify, and view Microsoft documents on their iPad, iPhone, or other Apple device. The growing need for integration between systems and software will compel companies and students to subscribe to this application in order to enhance their productivity and efficiency.

Applesoft can increase the productivity of a student or company employee by enabling any document to be viewed and managed on any device. This application can be easily used through the iCloud service. Therefore editing done on an Excel document on a user's PC can be seen or re-edited on that user's iPhone. This way work can be done on-the-go. Another feature will enable the sharing of these documents to others who also have the application (mainly employees or classmates). Apple's App Store will allow users to easily search for and buy the application as well.

Revenue will primarily come from those companies and students willing to invest in this work enhancing application. Once developed, I propose a per year subscription. Since security can be seen as a threat by some, additional security precautions will be developed and be made available through an upgrade fee. Applesoft will eliminate backlog and increase the efficiency of many day-to-day tasks. It will increase a company's revenue or a student's free time, giving incentive to invest in Applesoft each year. In turn, our company will see revenue beyond an initial one-time purchase.