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Flash Research Paper

Utilizing the Apple ecosystem, by offering an application that can improve the lives of people around the globe, can generate millions of dollars for business growth. Apple has sold millions of devices that have the ability to use an application that will connect to a device, attached to an automobile's dashboard, to receive real-time diagnostic updates.

Apple launched the App Store in 2008 and it has been growing exponentially ever since. Apple has very strict standards for approving an app. Once it is submitted, Apple processes it and decides whether or not to launch it. After an app is approved, Apple collects 30% of all revenue created by purchasing the application, while our company collects the other 70%. There are devices that can be plugged into the dashboard of a car that record its diagnostics. By developing an application that can tap into the device through use of an Internet connection, the driver can see problems associated with the transmission, oil tank, gas tank, exhaust system, etc., and shows when the car needs to be serviced.

With the large and constantly increasing audience that use smartphones and automobiles, this app is highly marketable. We could charge a flat fee, such as \$3 per purchase. If 200,000 people would download our application, we could see a benefit of \$420,000 immediately, without applying development costs. We could also charge a rate of \$5 per month for service fees, which will allow for a constant flow of revenue. The application will be very user friendly and could quickly reach a large market due to the reputation and reach of the Apple ecosystem.

## Works Cited

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