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Xbox Live Flash Research

By using the Xbox Live ecosystem our company can develop an application that will bring in a large amount of revenue. The “Cookbox” app acts as a home cooking assistant and guides the user through the process of making meals. By charging a monthly subscription, the user can make high quality meals without the difficulty and time consumption of learning how to cook.

“Cookbox” assists the user by taking him through the recipes, step by step. It contains its own cookbook filled with thousands of recipes, which the user can access through an Internet connection. When the user chooses a meal, the first step is obtaining the ingredients. When the user goes to the store, the Xbox can send the list of ingredients straight to his smartphone. When meal preparation begins, the user places all of the ingredients on the counter and the Xbox Kinect recognizes all of the ingredients, ensuring that nothing is missing. Next, the Xbox gives step-by-step instructions for the recipe. The camera can see what ingredients the user is using and how much is being used and can correct him if need be. Through use of this app, any person, regardless of cooking experience, can prepare restaurant quality meals.

This app will appeal to a very large market because a large amount of people has little to no cooking experience. In order to purchase this app, the user must buy a monthly subscription of 4\$. This means that if 50,000 people were to use this app, we would be realizing a profit of \$2,400,000 every year, excluding development and maintenance costs. This constant revenue stream will deem beneficial to our company and allow us to grow and expand.