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iStat - App Store

Our organization has an opportunity to generate additional revenue by investing in iStat. iStat is an application that allows users to graph mathematical functions and make calculations. iStat will allow our organization to increase its presence in the app, tablet, and education sector of our ecosystem, for these reasons we should develop this application.

iStat is an application that allows users to graph and calculate mathematical functions and regressions. This application will limit the need for physical calculators and will be available on any apple product through the app store. iStat will allow users to graph linear, logarithmic, exponential, and power regressions. Users can adjust the scale of axis and input x and y points. In addition to iStat’s graphical functionality, iStat allows users to solve Algebraic, Analysis, Calculus, Trigonometry, Geometric, Differential, and Integral calculations as well. iStat includes menus that allow users to easily find the calculation they need. Each specific type of calculation includes preformatted screens for users to input information. The iStat calculator will automatically make the necessary calculations and plot the regression or function. The iStat calculator is easy to use and can be purchased directly from the app store.

This application would create a significant revenue stream from our app store and increase revenues from educational institutions. Also, this application would increase user engagement with all of our apple products; thus generating additional revenue for our organization. Users will not only utlize our products for entertainment purposes, but for educational purposes. The technological educational market is not an established market. Creating this app will allow our organization to compete with companies like Amazon and Google in the educational business. Tablet ownership among college students increased from 7% in 2011 to 25% in 2012 and this upward trend is projected to continue. Educational institutions will value our ipad product more if we have educational apps like iStat available within our app store. Creating the iStat app will increase both app store and ipad revenues. This product will only require coding from our developers and would be available for use on apple computers, tablets, and mobile device initially.