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Flash Research Assignment

Helmet Cam App

Our company has a great opportunity to move into the Apple ecosystem by creating a live streaming service, Helmet Cam, which allows sports fans to watch games from their favorite players’ perspectives. This app will allow the user to watch a game from a player’s helmet or hat where a camera is located. The user will pay a subscription fee to gain access of the feeds for each sport. This application will allow our company to revolutionize the sports entertainment industry and increase our revenues.

Helmet Cam will be beneficial for avid sports fans and athletes because they can watch the game from the eyes of a player. Helmet Cam will be free to download for Apple product users from the App Store. This app will give a user access to a sport for each season in the year. The sports that will be supported by the app are football, baseball, and hockey. Helmet Cam will give extra perks to users who check in to the app when they are at a game. They will have access to more live feeds of players and they will have audio feeds of certain players in the game they are at. There is also the opportunity to explore adding sports to Helmet Cam’s portfolio such as basketball and soccer where the cameras would have to be on the goal/basket. Once they have paid the fee the user will be able to pick a game they want to watch, then they will pick between ten player choices for each team and watch the game. Users can also customize their app to show them their favorite teams and players feeds.

Our company will increase revenue and revolutionize the sports entertainment industry by investing in Helmet Cam through the App Store. The costs that Helmet Cam will incur include $99 every year for application development and maintenance through Apple. Also our company will have to pay $3,900 per year to LiveStream for using their live-streaming platform. Our company will have to develop cameras that will be on the helmet or hat of a player. The major threat that our company will have to counter is the equipment being damaged during a live stream, which we must have a plan in place to deal with. The app will allow the user to access a free “Game of the Week” but will require a subscription fee if a user wants access to a sport or combination of sports available on the app. The company will receive 70% of the sales revenue from each subscription in monthly payments from Apple. There will be different levels of subscriptions which will allow users to spend more or less for certain added features.

References

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