

Darryl Jones

Apple iTunes and App store

By investing in Shopbuddy, companies can lower store and advertisement cost and increase revenue through guaranteed sales. Shopbuddy is a scanning app that lets customers scan a product in a store, buy it cheaper online through a store partnered with their company, and take that product home. Shopbuddy stream of revenue comes from the stores that partner up with us to be listed on Shopbuddy as businesses can guarantee a sale.

Shopbuddy makes it easier for customers to get exactly what they want with no worries. It also helps gain sales as businesses are guaranteed a purchase due to Shopbuddy price being cheaper than the price in store and readily available. The app scans barcodes on products and runs a search of all partnership stores that sell that exact product and how much they sell it for. For example, a shopper travels into Macy's to buy a shirt. By using Shopbuddy they scan the shirt which cost \$50 at Macy. Shopbuddy will search for a cheaper price for that shirt from stores partnered with Macy. Once one is found the customer can buy the shirt from that partner store and pay with a credit/debit card through their iPhone. When the transaction is complete they take the shirt to a register, show proof of purchase from Shopbuddy and then leave with the shirt.

Shopbuddy mainstream of revenue comes from partnered businesses as Shopbuddy guarantees them a sale. Businesses will pay to be featured as a list of companies which Shopbuddy runs its search queries through. This helps companies such as Calvin Klein guarantee a sale which increases revenue while also reducing advertising cost as the company will not have to spend as much to try and gain a sale.