

To: Mart Doyle

From: Dan Kovacs

Subject: iTunes App Store

College Aptitude simplify the stress and time it takes to find the perfect college by putting everything in one convenient location. The user will have detailed access to relevant information about thousands of colleges, including tuition, size, nightlife, sports teams, and more. By upgrading from the free app to a subscription service of \$4.99 a month, the user will have access to scholarship opportunities.

This service will allow for undecided high school juniors or seniors to find the right school for them. By having all the vital facts on one application, the user will save countless hours going through school websites to find the ones that they want to visit or apply to. The information will be updated on a semester-by-semester basis to reflect any changes to tuition or the size of the college. Included on these various tabs will be a comment section where users will be able to interact with one another in order to discuss the more minute details of the college. Additionally, the app will still be relevant to the user even after they have selected their school because of available scholarship information that will be automatically updated daily. Users will have the option to either search for scholarships or give basic personal information to narrow down the search to relevant opportunities.

Users will only have to pay a nominal fee of \$4.99 a month in order to get access to scholarship information. Considering that students are always looking for scholarships during their four years to receive a bachelor's degree, this app will have lasting appeal for many college students. We will also require that colleges pay a small annual fee in order to have their information posted on the service. At first colleges may be hesitant to pay the fee, but once the app starts rising in popularity, they will quickly become willing to. College Aptitude will be the next breakthrough in the iTunes App Store because of the simplicity of the idea and the large segment of people that it appeals to.