

Flash Research #7
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There are millions of dollars accessible for our business growth by tapping into the Apple ecosystem and offering an application that can benefit the lives of our customers. Apple has sold hundreds of millions of iOS devices that can all run an application that turns the hardware into a virtual key for unlocking cars.

The Apple App Store has grown exponentially since its genesis in 2008. There are millions of accounts registered (with credit card information) with Apple and dollars sitting on the table for us to capitalize upon. When an app is submitted to the App Store, Apple processes it and approves it if it meets their stringent standards. At that point, Apple takes 30% of all revenue generated through the purchase of the app in the store. We are able to maintain 70% of the revenue and reach out to millions across the world. By developing an app that can act as a “Smart Key” for vehicles and homes, we will not only improve the lives of our customers, but also bring in millions of dollars in revenue. Many modern cars (BMW, Infiniti, Mercedes-Benz, Toyota, Lexus, Hyundai, etc.) offer customers the option of installing a “Smart Key” system in their cars. This system allows customers to keep the key in their pockets and unlock and start the car without touching the key at any point. The benefit of moving this system to the iPhone and even iPad is that customers who forget their key or somehow lock it inside can simply register their device with our app, pair it securely with the “Smart Key” and be on their way.

There is a distinct business case in developing this application due to the large audience that now has a smartphone and “Smart Key” system installed in their car. For each application download, we could charge a flat fee, such as \$10. If 100,000 people downloaded our application, we could realize a benefit of \$700,000 immediately, not factoring in development costs. The app would be easy to understand and could reach a large market extremely quickly through the broad reach of the Apple ecosystem.