

Flash Research #8  
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The Amazon Kindle ecosystem is the most premier book and application delivering system on Earth. By tapping into the ecosystem and adding our application to the fray, we can realize millions of dollars in additional revenue to advance our business.

Amazon Kindle offers customers services by assigning them an Amazon ID that stores their credit card information and can be used to buy products or services on demand. Amazon's ecosystem is beneficial because it is not simply based around electronic services; instead, they market thousands upon thousands of physical products that book customers can also purchase. This broadens the market and allows for a wider reach for our service. The app that could bring in millions of dollars for our company is a personal library-sharing app, in which a customer can "loan" the book to a friend wirelessly for a certain amount of time. Currently, Amazon only offers customers the opportunity to loan books from public libraries. However, by broadening the market and allowing private customers to share between their friends, we can make Kindle more social and fun.

By introducing this app to the Kindle Market, we will create high levels of customer value, value that can carry a price tag. Even by offering the app for a few dollars a month, we will allow customers of all incomes to purchase the app and start sharing. Publishers will also be able to tap into the revenue stream by marketing the application and taking a commission for each new member enrolled. In closing, there are millions of dollars sitting on the table waiting for us to make this move; millions of dollars that can advance our business and create a financially stable future.