

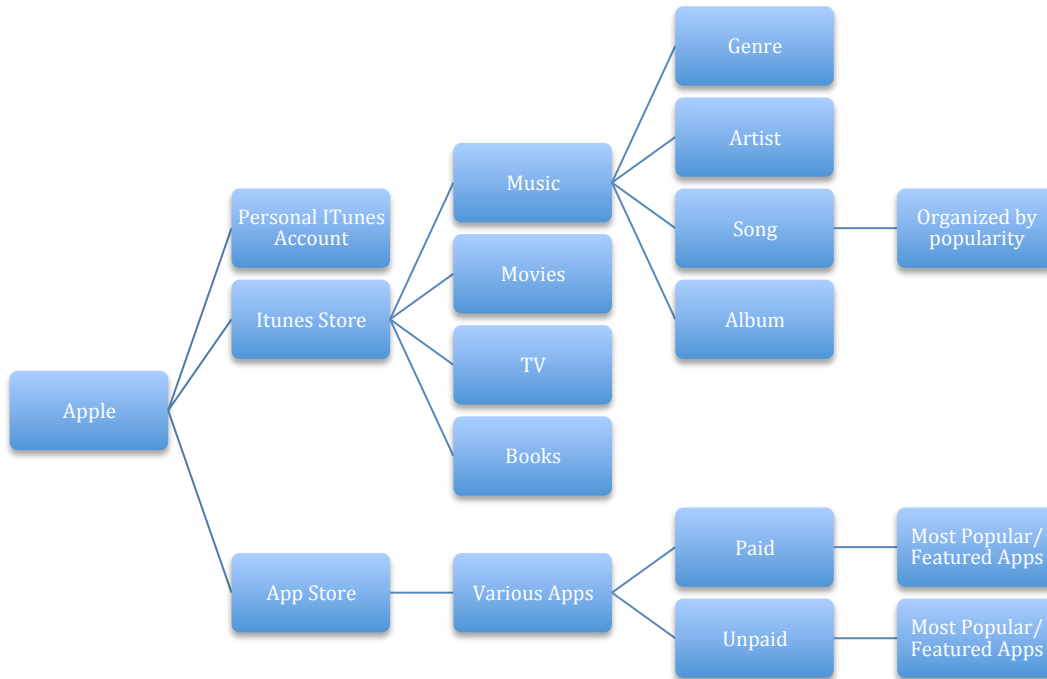
FRP 7
Jacklin Altman
Apple Ecosystem

Imagine never having to stress over what to buy someone again. No matter the holiday, the person, or your relationship to them- the GiftMe Application for the iTunes app store gives you a list of gift options based on a description of the recipient and occasion. The app is free to use, but companies would pay us to prioritize their products in our suggestions and to advertise in the application.

GiftMe is an innovative gift-choosing app that allows users to find the perfect gift for anyone they need. The user registers and creates an account, and then fills out a survey about the person whom they are buying a gift for. The survey can go as in depth as they need, and they can specify the age, gender, and preferences of the recipient as well as the details of the occasion and how much they are willing to spend. The user can give as much or as little detail as they want, and the app will present a list of options complete with pictures and prices, which the user can sort at their discretion. The user can then browse the various sites and options, and the app will link directly to store pages where the customer can purchase said item.

Though the app is free to use, revenue will come from advertising and priority selection of products. Once development costs are recognized, we will partner with various companies who are interested in being prioritized via the GiftMe app. A company can pay to have their items/site sponsored and spotlighted to users, and this will be the main stream of revenue. A company will be able to pay a flat fee to have their products spotlighted periodically throughout a seven-day period, with extensive priority given to those who wish to pay more. Secondary revenue will come from any business that wishes to advertise through the app via banners and pop-up ads. Again, costs will vary based on how much exposure the paying business wishes to gain.

The Apple iTunes/ App Store Ecosystem



Works Cited

"Apple." *Apple*. N.p., n.d. Web. 15 Apr. 2013.

"iTunes." *TUAW*. N.p., n.d. Web. 15 Apr. 2013.

"Mashable." *Mashable*. N.p., n.d. Web. 15 Apr. 2013.