Many students opt to purchase digital copies of books they need because purchasing physical copies of books can become very expensive, however they can't take notes on the Kindle itself. Our company has a great opportunity to create a Kindle app that will do all give the Kindle owners the ability to take notes. By creating an app that will allow consumers to highlight, underline and take notes in the digital copies of their books, our company will be able to make a significant amount of money. We will sell our app for a low one-time fee, which will be our main revenue stream.

Our app, called EasyBook, will have features that will make reading and studying digital book simple and easy. One feature of EasyBook, will be its ability to integrate with any books purchased on the Kindle. That way no matter what book the user purchase, he/she will be able to make notes and study from them. What EasyBook will allow the user to do is: (1) allow for highlighting and underlining directly into the digital book, and (2) give the user the ability to write notes right on the page they are reading. Just like a physical book, EasyBook will let the user write straight on the digital book pages. These features will eliminate the need for an extra notebook to take notes and make studying on a Kindle a lot more convenient.

Our EasyBook app is something that every student with a Kindle will need. The main revenue stream for this app will be the one-time fee of $5 to get the app. This may seem like a high price for this app, but with the ability to use it on any book that you purchase, you will be able to use to for as long as you use your Kindle. The challenge with making this app will be working with Amazon and their partners to integrate it into all of their books. This all will be very helpful for students and will create high revenue for our company.

Amazon Kindle Digital Ecosystem