Jordan Szenicer

**Flash Paper Exam #3**

 Our organization has an opportunity to generate additional revenue streams by investing in the AdCaptcha service for the Windows Store. AdCaptcha allows application developers of the Windows Store to monetize the traditional captchas required with account verifications and application downloads by featuring advertisements directly within the captcha. Captcha advertisements are a foolproof form of advertisement, harnessing the mandatory nature of captchas to maximize both exposure and value to potential advertisers.

 Captchas are the standard for user verification and authentication, featuring complex strings of numbers and letters obfuscated by hazy backgrounds and sloppy orientations that users must be able to read and retype. AdCaptcha would feature fifteen-second advertisements that replace these traditional, inscrutable letter-number groupings, requiring that the user instead answer a basic question to "verify" his or her authenticity instead, such as, "What was the brand featured in this ad?" This service is greatly accommodated by the Windows Store ecosystem which frequently requires payments from users during which captchas would already be expected for verification purposes. This service ensures that users see and interact with the advertisements, making it a highly attractive and salable interface.

 When developers are ready to bring an application to the Windows Store, they have the option of purchasing AdCaptcha and selecting from a catalog of Adcaptcha-preferred advertisers to monetize this ad space. AdCaptcha will produce constant revenue streams from both advertisers who want to be featured in AdCaptcha catalog and from developers who wish to utilize AdCaptcha to reap additional profits beyond installation costs. This triangular relationship drives revenues to and from each party involved, as developers and advertisers would mutually support each other while both driving in revenues to our company offering the service. Traditional captchas are highly frustrating but remain ubiquitous in the world of verification and authenticity. AdCaptchas not only bring a way to create revenue out of this commonplace practice but also make it much more pleasant to users, giving this service the potential to dominate a unique and unexplored market.