

Kyle Matusik

Enterprise IT Architecture

Mart Doyle

Flash Research Paper #5

### Apple iTunes and App Store

Our company should invest in the PostGame app through the Apple iTunes Application Store. PostGame is an application that allows sports fans in local markets to communicate and meet up after sporting events to bond over their favorite sports. Our company will profit from the initial cost of downloading the app, as well as through charging monthly subscription fees to use the service.

PostGame is an application that will allow sports fans to socialize and interact with other fans after their team's sporting event. The key capability of this application is improved networking by utilizing the location settings in apple technology. Fans will be able to use the location settings to share their location and plans on the PostGame app, and invite other users to join them in their post-game celebration. Users will be able to meet up, talk about the team or sport, and make new friends who share their sporting interests. For example, one user in the Philadelphia area could post their plans to visit XFINITY Live after a Flyers game, and invite other local fans to tag along and talk about the game they watched. PostGame will also feature discussion boards for users who would rather just chat online.

Our company will profit off of PostGame by selling it through the iTunes App Store. The app will have an initial download cost, as well as a monthly subscription fee. The market for this app is huge, and would mostly consist of fans in large cities that have multiple sports teams. This app appeals to a wide variety of fans, such as those new to the area, those who don't have many friends to go out with, or even those fans that are just looking for a good idea to have fun after a game. The major costs associated with PostGame are the salaries of the app developers and the maintenance that comes with the app. The only risk associated with PostGame is the fact that it is not always guaranteed to be safe when meeting up with new people, but we can implement profiles and user ratings to enable users to have a better idea of who they are meeting up with. Ultimately PostGame is a new sports socializing app that will prove to be profitable when introduced to the iTunes App Store.