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iTunes Ecosystem

Lonely and boring days are now a thing of the past with this app. Friend-For-Hire is an app that will give users the opportunity to hire a friend or companion for an hourly rate. Through the deployment of this app on the iTunes App Store ecosystem, our company will generate revenue based on a commission for each transaction.

Friend-For-Hire is a “friend sharing” application that allows users to rent a friend for any desired amount of time. Users have the ability to hire a friend geographically close to them. Friend-For-Hire gives users the ability to enjoy life experiences with a companion. For example, the user of this app can hire a buddy to go with them to any number of places such as a museum, the movies, a ballgame or even a concert. This app will appeal to users who do not have a large friend base, to those whose friends have different tastes or are busy, and will especially benefit users who are new to the area or traveling. A key marketing aspect will focus on hiring a friend while visiting in a new area, where the user is unfamiliar and does not know anyone there.

Friend-For-Hire will operate with low operating costs, since there are no physical assets to maintain. The service offered is classified as a “people sharing app”, which have low costs to operate. The revenue generated from this service is split between our company and the hired friend with a predetermined ratio. The application will be free to download, but the user will incur charges upon each friend transaction. The cost of service is based on an hourly rate and can increase if there is a high demand or decrease if there is a low demand at that time. To prevent extreme surge pricing there will be a cap to prevent unattainable and unfair rates.