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Apple iTunes and App Store

I highly recommend we develop a new product called “SOS,” an app for apple products that would allow users to create maps for each other in order to improve travel. This app would be developed by our team, placed in the apple store and made available to all apple users. SOS would collect a user subscription per month, and have premium features available which would bring in a significant stream of revenue.

SOS will allow customers to help friends and family find their way in an unfamiliar neighborhood. If a person’s guest is having a hard time finding a location, the individual can use the interactive map to draw a path and add notes to make things easier. The maps that users draw can be saved to a database, and voted upon by the SOS community for efficiency or entertainment. The incentive for users is that the more maps they use, votes they receive, and users they refer, they will earn access to coupons for local restaurants and entertainment.

When using SOS, every purchase made with a coupon would produce 15% profit of the order. The app will cost a fee every month for users, and premium features including access to more coupons, for an extra fee per month. This application has the potential to flourish because people are constantly walking, driving, and biking somewhere, and it would be convenient to have them document the most fast path, and are encouraged to do so because of the coupons to places in the area they are active. SOS could be the future of travel.