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Flash research paper # 7

MIS 2501/ 002

Professor Doyle

We have an opportunity to generate revenue by creating the Wingman social application. Wingman is an application that allows individuals with similar interests and hobbies to become friends. This application will be distributed through the iTunes ecosystem, allowing us to reach existing iTunes customers around the world. By making this application free for download and taking a percentage of sales from participating businesses where friends meet, we will be able to create a stream of revenue for our company.

Wingman will connect friends to other people with similar interests, hobbies, and tastes. Users can become wingmen by registering their personal information and interests. The application runs in real time, tracks a friend’s current location, and recommends possible activities for new friends. Friends can rate events and destinations. With the application, Wingmen can make reservations for dining at bars or restaurants. Popular events and destinations are listed by the amount of participants involved. Wingman can also find activities by searching your current location. In addition, Wingman will be able to offer users promotions and discounts at any recommended destination, allowing businesses to bring in more customers. With Wingman, friends can find and share deals with each other, while also increasing revenue for businesses with the Wingman application.

This application will be free for users to download in the App Store. Wingman will generate most of its revenue through recommended businesses, such as bars, restaurants, movie theaters, and gaming stores who will pay 10% of their sales from the Wingman friends. These terms will be appealing to businesses since taking a percentage of their sales would only be applied to users of Wingman. The only inherent risk is that users will not know who their potential friends are, but our app developers have created a verification program to authenticate user information. The revenue stream we will generate from businesses will exceed the costs of creating the Wingman application.