**Flash Research Assignment:** Xbox Live

Prepare a diagram which describes this ecosystem.

Envision a new digital product or service that can be delivered via this ecosystem. Prepare a 1 page paper that describes this product or service, explains how it will be delivered using this ecosystem, and describes the business model which surrounds this new product or service.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

Paul Carbone Jr.

Flash Research Assignment: Apple Ecosystem

Professor Doyle

4/7/15

Our company can realize an increase in revenue by introducing the application “Tutor Caddy” through the Apple iTunes and App Store ecosystem, which allows students to seek and obtain the help they need by their classmates. Tutor Caddy enables students to create adds seeking help so that other students can contact each other and work together to help each other better understand the material. The main benefit of introducing this app is we will be able to enter a market with over 21 million students, and if only 10% pay the initial fee, our revenue will increase significantly.

Tutor Caddy is a college specific social platform application that allows students to input a subject they are struggling with, a time they would like to form a study group, what aspects of the material they understand and don’t understand, and collaborate with their classmates who are struggling with similar material. Students will be able to search to see if any other students are struggling with similar material and communicate and arrange meetings to help each other understand the material. In-app purchases will include video chat rooms, document sharing, etc, to make collaboration more efficient and effective. There will no longer be mass-emails that students often ignore, and students can actually obtain the help they need without feeling embarrassed or self-conscious about contacting the professor.

By developing Tutor Caddy, our company can reach more than 21 million college students in America and realize a substantial increase in revenue. Our cost would include the salary for the 3 developers to develop the platform, as well as the annual cost to publish the application through the Apple iTunes and App Store ecosystem. Nonetheless, if simply 10% of college students simply bought the application at a cost of $5.99 for the initial download, we would realize revenue of over $12 million. Tutor Caddy has the potential to evolve into a multi billion-dollar platform, while helping college students obtain the help they need at the touch of a button.

**Work Cited**

NCES (2014). “Fast Facts Enrollment”. U.S. Department of Education. Retrieved 6 November 2014.