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 Our company can increase revenues by implementing a mobile application, Security ICE, which will allow customers to send live video streams when they encounter a dangerous situation. Customers can pre-select a list of contacts that will receive alerts when the application is activated. Revenues from the application will be generated from a monthly subscription service and partnerships with organizations such as colleges and universities.

 Security ICE will allow customers to stream live video and audio feed that can be reviewed by the pre-selected contacts through a secure server. Along with the live video, the contacts will also receive a GPS location so they know exactly where the incident is occurring. The GPS locater will refresh every five seconds so the contacts can track a user that is on the move. Security ICE includes a feature that allows users to send an audio message or an image through an email. Additionally, customers can notify their contacts through instant messaging if they are in a situation where utilizing the video would be harmful. The last key feature of Security ICE is the stealth mode option which allows a customer to turn their mobile device’s screen black. The stealth mode gives the illusion that device is off while the app continues to stream video and audio. A professional monitoring service can be purchased that gives local security the ability to monitor a customer’s streams. Security ICE gives customers an easy way to protect themselves against potentially dangerous situations and alert their emergency contacts with a live stream of the situation.

 The primary revenue stream for this application would come from a monthly fee that will give our customers access to professional monitoring from local authorities. Revenues can also be generated by charging a monthly fee to security organizations, such as campus security and local police departments, who wish to monitor the customers’ streams. The costs for implementing Security ICE would come from maintenance of application updates and marketing expenses. The biggest obstacle for our product’s success will be getting campus security and police departments to cooperate with the application. Overall, this application could provide protection for customers by giving contacts a visual of the dangerous incident.