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Developing a new application for avid travelers and shoppers can be effectively leveraged by using Apple's App Store. SiteSave is a mobile application service that provides information about daily deals to people using location settings in GPS enabled devices. Users will be able to download the app for free and our company will generate revenues from advertisements and partnerships with businesses.

SiteSave's location based GPS gives real-time push notifications to Apple iPhones when in range of a business's geographical location, automatically providing potential and current customers with exclusive deals. Users will be able to tailor the notifications they receive from businesses based on interests to avoid clutter and keep the application experience streamlined. Major establishments such as restaurants, stores, and attractions will be brought on to the application at launch and we will allow for others to sign on in the future. SiteSave alleviates the need to actively seek out deals to local businesses since the application automatically updates you on deals when you are in range of a business. This application services frugal people that do not want to spend time clipping coupons or scrolling through pages of internet deals.

The application will be free for all users to download in order for SiteSave to capture a large customer segment. SiteSave will issue coupons specifically tailored to each establishment that a user enters, and the partnerships with businesses will allow us to take a commission from sales every time a coupon is presented through SiteSave. This creates a revenue stream for SiteSave, while at the same time generating sales for the businesses. The target market for this technology would comprise primarily of young professionals in the 20-30 year old range living in cities. This group would benefit most from our application that provides real time updates on local deals because this market segment is always on the move, but still has a need to be trendy and save money.