

## Amazon Kindle: Coupon Assistant.

Imagine you could walk into the grocery store without the dozens of coupons but instead with just you're Amazon Kindle. Coupon Assistant is an app that searches and saves valid coupons for your favorite stores which you can use during checkout. The app will be free and will generate revenue from advertisers.

The key capability of this app will be its ability to save its users money, by increasing their use of coupons. Members of the Coupon Assistant Team will scout online for coupons and make them available for the app. Users of the app can find coupons with a search function and then store whichever they like. During checkout, a user can load up the saved coupon's which can be scanned at the register.

The Coupon Assistant app will generate revenue through advertising. Similar to the advertising in store magazines, grocery stores will pay a monthly fee to have coupons featured. The costs associated with this app will be for the developers and the coupon scouting team that will keep the app relevant and running.