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Apple Flash Research Paper: Nuts and Bolts

Apple's ecosystem remains as strong as ever, so we should take advantage of its strength by creating an app that will fill a need for many people. The app is called Nuts and Bolts and uses a camera to analyze the size of bolts and screws so users can always have the right size tool for their project. Revenue will be driven by in-app purchases of tools, bolts, and screws that customer's may find they need for their projects.

With millions of users, Apple's ecosystem is the perfect place to debut our product, giving us access to a wide range of potential customers. The app itself will make use of the mobile device's camera to take a picture of the screw or bolt in question, and then will analyze this photograph to output the size as well as the suggested tool to use. This app will save users time and headaches, and will also feature an in-app store to by necessary bits, tools, screws, and bolts if the user does not have the necessary equipment. Unlike most hardware stores though our store will allow users to select the quantity they want to buy. For example, if they need one item they can buy just one item as opposed to the boxes of multiples sold in stores. Also the store will allow users to buy single bits, so they will not have to purchase a whole new set to get the size bit they need.

The initial download of the app, and the analyzation function will be free. Therefore, much of Nuts and Bolts's earning potential comes from the in-app store that will give users an easy place to buy the items and equipment they may need for a project. There are also several cross-promotional opportunities with hardware stores such as Home Depot and Lowes. We can work with these stores to offer discounts and coupons to users who may need to buy larger quantities, and also guide users to certain products we don't carry. Nuts and Bolts is the perfect way for our company to take advantage of the technology and audience the Apple ecosystem provides; we cannot miss out on this opportunity.