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### MIS 2501 Flash Research Paper #5: Apple Ecosystem

Our team has developed an opportunity to capitalize on an archaic parking system in Philadelphia by taking street parking mobile with our application, Philly iPark. Philly iPark looks to take the hassle out of having to physically be near your car to pay for parking, and introduces a way to pay for your parking by your block all on your phone. We can roll out this system using the Apple iTunes platform, and realize a profit each time someone pays for parking.

Utilizing the Apple iTunes store, users can download Philly iPark and begin to witness a structured, organized, and efficient way to pay for street parking in Philadelphia. Many points in the city already have modern parking meters where drivers can pay with a credit card and a receipt is printed for validation, but for those parking on coin-operated metered streets it is frustrating to dig for coins or leave your place of work to update your time. What Philly iPark can do is take away the need for coins or receipts and make them mobile. Our users will simply input their automobile, and credit card information into Philly iPark where it will be stored for convenient use each time. Each Philly iPark user will receive a small sticker with a barcode to place in their window, indicating for the meter maids that they have paid with alternative method and to scan their barcode to see if they have actually paid. We will then assign codes to each block, and our users will just need to input their unique block code when they park. After that, simply put as much time as needed into our app and walk away stress free. By taking street parking mobile, users can easily update their parking time from the comfort of their office chair.

We will realize a profit by adding an additional service fee on each charge that a user puts through Philly iPark. By making our application free on the iTunes store, it will attract customers quickly and easily. Since there is no system like this in Philadelphia, competition is practically non-existent. There is a tremendous profit potential using Philly iPark.