

Apple iTunes and App Store

Friend-to-Friend is an iTunes application that allows students to utilize their peers as tutors. Once downloaded, this application allows a user to find other users who are willing to serve as tutors for any given subject, at a cost agreed upon by the two parties. We will accrue revenue through this application from a 10% cut of each tutor appointment, or transaction made.

The key capability of Friend to Friend is convenience. As a marketplace for tutors and students in need of academic help, Friend-to-Friend makes it easy for someone who needs help with a particular assignment or class to post an offer within the app, and for someone willing to help an opportunity to do so at a cost. A single user can post an offer and receive multiple bids for the offer; ultimately picking the price he or she is willing to pay. Similarly, a tutor can quote a price he or she is willing to provide help for. This will allow a user to shop for prices as opposed to settling for a price and find a tutor near them wherever they are. Users can also leave ratings and comments for tutors to provide continual feedback and credibility. These features will harness the GPS functionality of an iPhone to connect buyers and sellers in the market places on the go.

The application will draw its revenue from taking a commission from each transaction performed by its users. Our company will take 10% of each appointment made between users. Since Friend-to-Friend allows users to seek tutors for single assignments, not just entire classes, a user has no commitment to a single tutor and is not charged a fixed amount. As a result, the application encourages users to make multiple appointments with multiple tutors, each of which will provide the company with revenue. A potential risk to this method is payment fraud. Our company will have to ensure that our users' account information and money is safeguarded. We could mitigate this risk, by partnering with PayPal or a similar service.