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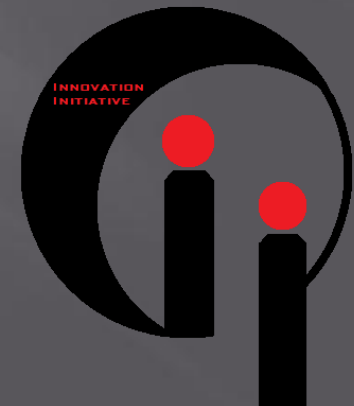
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# INNOVATION INITIATIVE

## MSE 303 Final Project

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INNOVATING TODAY FOR A BETTER TOMORROW

# Overview

What does a business do when they overstock on a product?

Store it

Sell it normally

Have a SALE

Lets have a SALE

# What Is It (Public)?

- ▣ In our app the public will be able to look and be notified of sales in their surrounding area from their favorite stores
- ▣ Examples
  - Macys has 30% off all Arizona Jeans
  - Best Buy has 20% off HP Laptop
- ▣ The public will be able to customize the sales they are most interested in



# What is it (Business)?



- ❑ Our app is a way for businesses big or small to advertise sales faster and cheaper.
- ❑ Businesses can advertise their sales on our app for a specified amount of time
- ❑ Must be a sale to be advertised on our app



# Objectives



Simplify and expedite communication of sales between vendors and consumers



Make sales promotion information more current with automatic updates



Create a cheaper way for vendors to advertise sales promotions



# Viability Points

Convenience for  
consumer/vendor

Streamlining app  
function

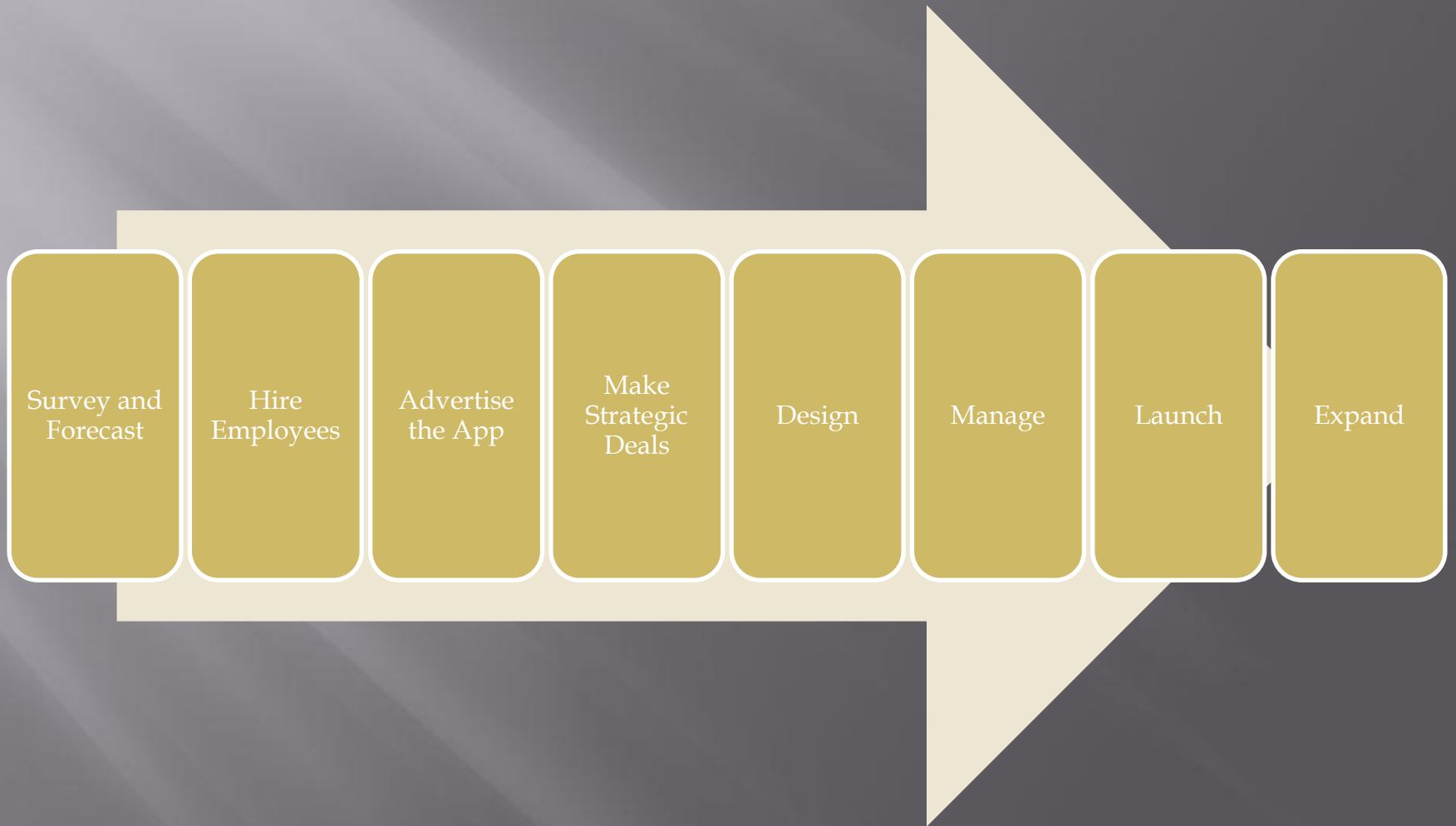
Affordability for  
consumer via free app

Affordability for vendor  
via cheaper advertising

Customization of  
personal use

Low risk in start up cost  
both for us and vendor

# Process



# Forecasting/Survey

- ▣ A survey was conducted to find out information that we needed
  - To find out if there was an interest for the app
  - Find out what people are most interested in
  - 21 people ranging in age from 18 to 51 were surveyed

If this app was available today, would you use it?

Answer	# of People
YES	19
NO	2



# Forecasting/Survey

- Which Categories are you most interested in?  
(choose 3)

Category	# of people interested
Food	18
Electronics	7
Clothing/ Apparel	13
Sporting goods	7
Automotive	2
Books	4
Health	7
Home Improvement	4

# Forecasting/Survey

- ▣ With this information we now know
  - People are interested in the app
  - And which categories people want in the app
- ▣ The main categories that we will be concentrating on are
  - Food
  - Electronics
  - Clothing/Apparel



# Employees

- ▣ Software Engineer
  - Develop and build the application for Android and Apple content.
  - Participate in software bugs and provide technical guidance.

- ▣ Experience needed:
  - Bachelor's or graduate degree in Computer Science/Engineering.
  - Experience in software development and mobile platforms.
  - Experience in independent design of applications/systems.

# Market Team

- ▣ Group of employees for multiple marketing purposes.
- ▣ Market the app to the public and companies.
- ▣ Find possibilities for advertisement.
- ▣ Persuade companies that our app will generate more sales.



# Finance Team

- ▣ Group of employees for all financial matters.
- ▣ In charge of handling membership fees.
- ▣ Handle all advertisement costs and app development costs.



# Legal Team

- ▣ Group of employees to handle all legal issues related with app.
- ▣ Make sure all copyrights are protected and not violated.
- ▣ Obtain “rights clearance” from copyright owners of images, videos, etc.
- ▣ Overview any trademark issues and infringements.  
-make sure layout, look, feel, etc. is all original.





# Legal Issues

- ▣ The legal team will also devise contracts for companies/businesses about membership fees and advertisement rights.
- ▣ We will also make sure there is no breach in privacy and data storage on user ends.
- ▣ All emails and personal information will be kept private.
- ▣ Develop written documentation of ownership.
- ▣ Oversee that owner or app developers modify/reverse engineer the app without consent.

# Software Development Agreement

Contract between us and a software developer which outlines terms and conditions in which a developer develops a piece of software for our individual use.

This provides:

- Payment provisions
- Rights transferred to software developed.

## CUSTOM SOFTWARE DEVELOPMENT AGREEMENT

This Custom Software Development Agreement is a legal agreement ("CSDA") between Carvajal Consultants, Inc. d/b/a Webborne Xolutions, a Florida corporation ("Developer"), having its principal place of business at 7265 SW 138 Ave., Miami, Florida 33183; and the customer ("Client") which is a signatory of the Development Order Form, and shall be effective as the date of signature indicated in the Development Order Form ("Effective Date").

### RECITALS

WHEREAS, Developer is engaged in the business of computer application development, including technical consulting services, software development and maintenance,

WHEREAS, Client wishes to utilize the services of Developer in connection with the development and implementation of certain software to be used as a tool in his business (the "Software").

NOW, THEREFORE, Developer and Client agree as follows:

#### 1. Scope of Services

Developer will perform the services described in the Statement of Work ("Developer's Work" or the "Work"), attached to the signed Development Order Form, in order to develop and implement the Software according to the specifications and completion times set forth therein. Client will cooperate with Developer's reasonable requests for information and data necessary for the completion of the Work.

#### 2. Price and Payment Terms

Client will pay Developer for the Work at the price and on the terms set forth in the Development Order Form and/or Statement of Work. The price set forth in this CSDA does not include taxes. If Developer is required to pay any federal, state or local taxes based on the services provided under this CSDA, these will be separately billed to client. Developer will not be liable for any interest or penalties incurred due to late payment or nonpayment of these taxes by Client, but instead Client will be fully responsible for payment of said interest and penalties.

#### 3. Term and Termination

Unless terminated as provided herein, this CSDA will extend to and terminate upon completion of Developer's Work as provided herein. Client may terminate this CSDA without cause upon thirty (30) days written notice. In the event of termination without cause, Client agrees to pay Developer for all of Developer's Work performed up to the date of termination. Either party may terminate this CSDA for material breach, provided, however, that the terminating party has given the other party at least twenty-one (21) days written notice of and the opportunity to cure the breach. Termination for breach will not alter or affect the terminating party's right to exercise any other remedy for breach.

#### 4. Ownership of Intellectual Property

# Advertising for the App

- ▣ First Month Launch:
  - \$15,000
  - Los Angeles Area
    - ▣ Facebook
    - ▣ Billboard
    - ▣ Bus
    - ▣ Taxi
    - ▣ Bike



## Taxi

- \$2,640
  - Top
  - Trunk
  - Tv

Devan Wagner

# Facebook

\$4,010

# Billboard

\$6,000

**Reach the right people.**  
Instead of creating an advertisement and hoping that it reaches the right customers, you can create a Facebook Social Ad and target it precisely to the audience you choose. The ads can also be shown to users whose friends have recently engaged with your Facebook Page or engaged with your website through Facebook Beacon. Social Ads are more likely to influence users when they appear next to a story about a friend's interaction with your business.





# Bus Advertising

Location	Price		Quantity	Total
Exterior	\$200	X	5	\$1,000
Stop/Shelter	\$200	X	3	\$600
Interior	\$50	X	7	\$350
Bench	\$80	X	5	\$400
Total				\$2,350



# Strategic Deals

- ▣ Our initial goal is to reach out to major corporations in our three biggest interest categories:
  - Food
  - Electronics
  - Clothing/ Apparel
- ▣ We will entice these companies with deals on advertising for up to a year for advertising through and promoting the application.



# Strategic Deals

- ▣ This will secure and attract a broad audience, given the large customer base already expressing interest in the brands
- ▣ Best Buy is one of the nations largest electronics retailers, with over 1000 stores nationwide.
- ▣ Wal-Mart has a huge 3700 stores nationwide, and hit every one of our focus categories.



# Strategic Deals

- ▣ Friday's has 70 locations across the U.S. and advertises heavily on their dinner promotions, and is a big family dinner destination.



- ▣ Macy's operates 800+ stores nationwide with apparel for men, women and children.



- ▣ Other tie ins will include a link to Yelp™, which will provide customer reviews on the thousands of businesses.

# App Development

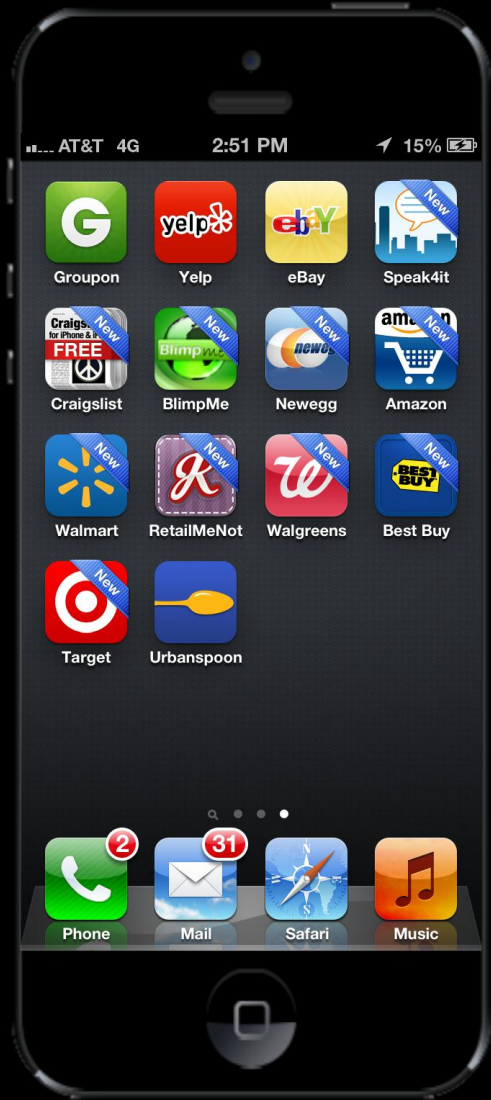
- ▣ The application will be aimed at both Apple and Android devices.
- ▣ For Apple's iOS devices , knowledge in Objective C code is required as long as a \$99 developers fee.
- ▣ For Android, knowledge in Java is required as well as a \$25 developers fee.

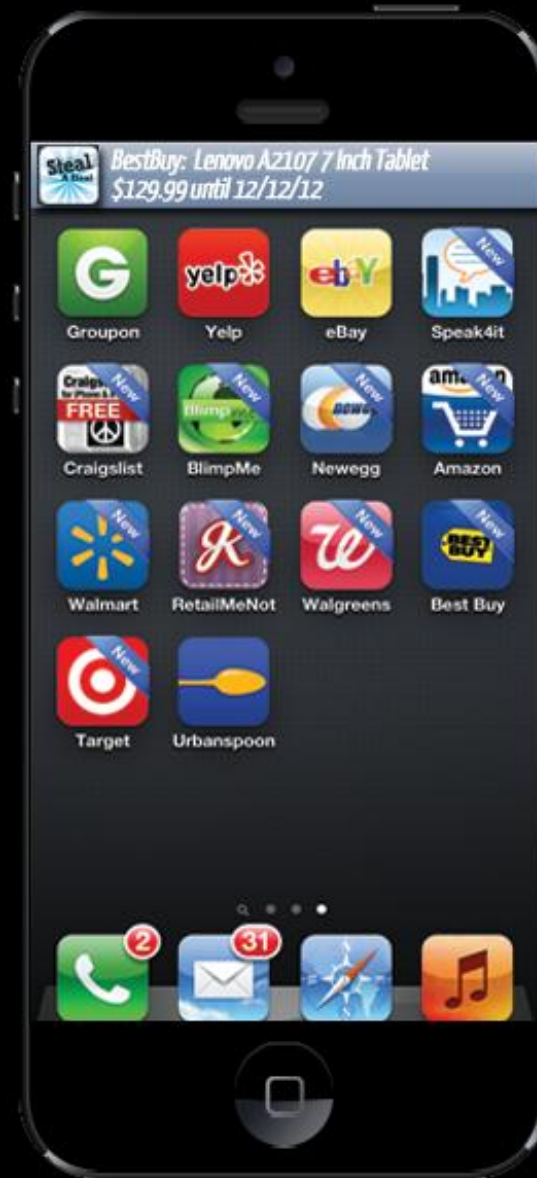
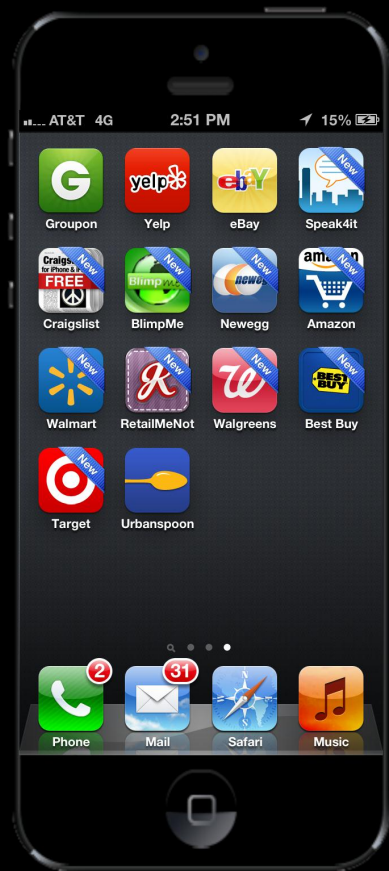


# App Design

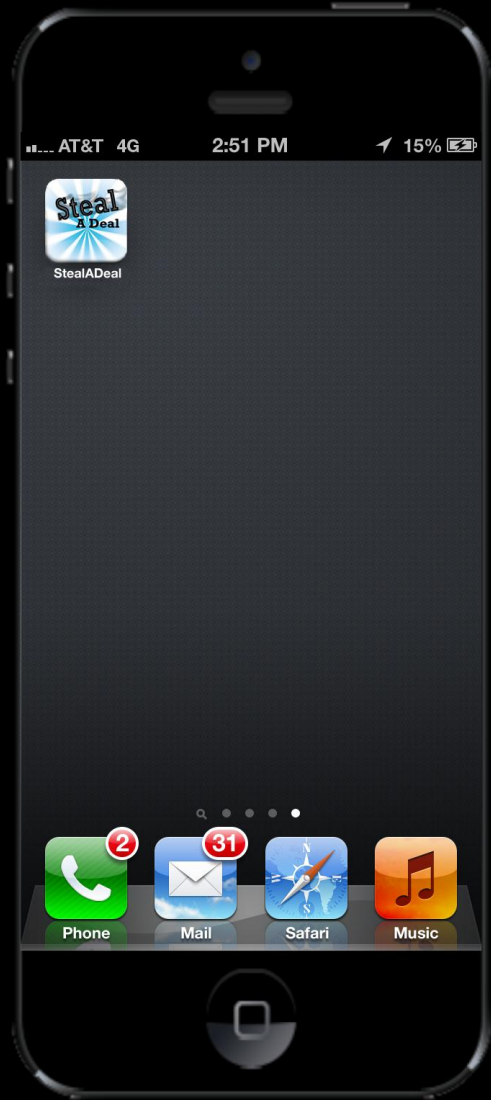
- ▣ The apps intent is to be as easy to use as possible, with minimal screens and everything at your fingertips : it lessens stress on the users part, and increases usage.
- ▣ You'll be able to narrow the app results by category and subscribe to ads from certain businesses customizing the user experience







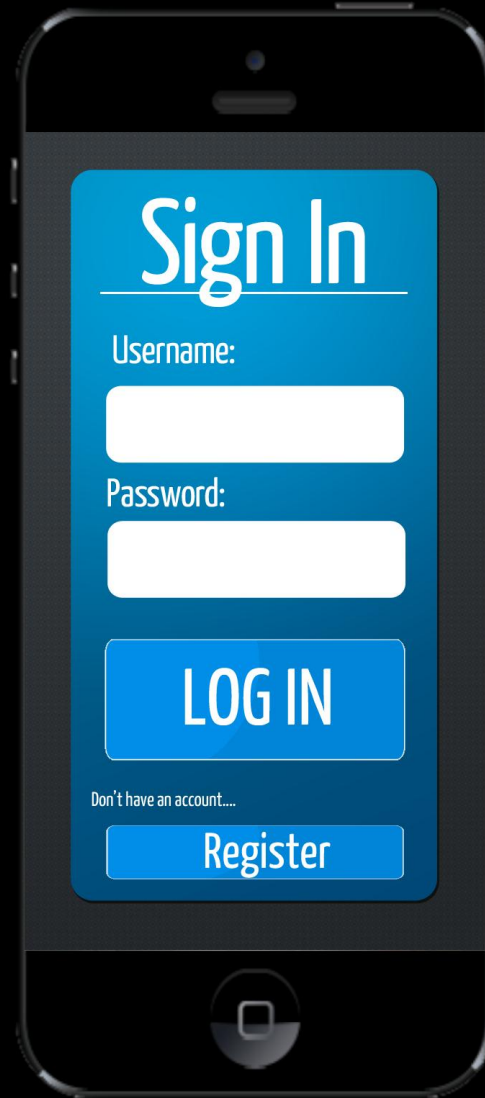


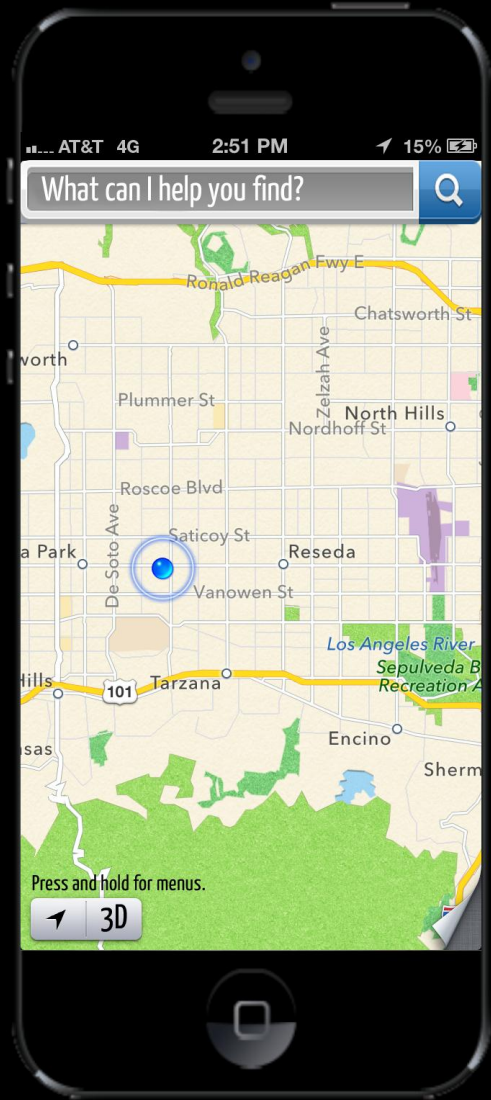


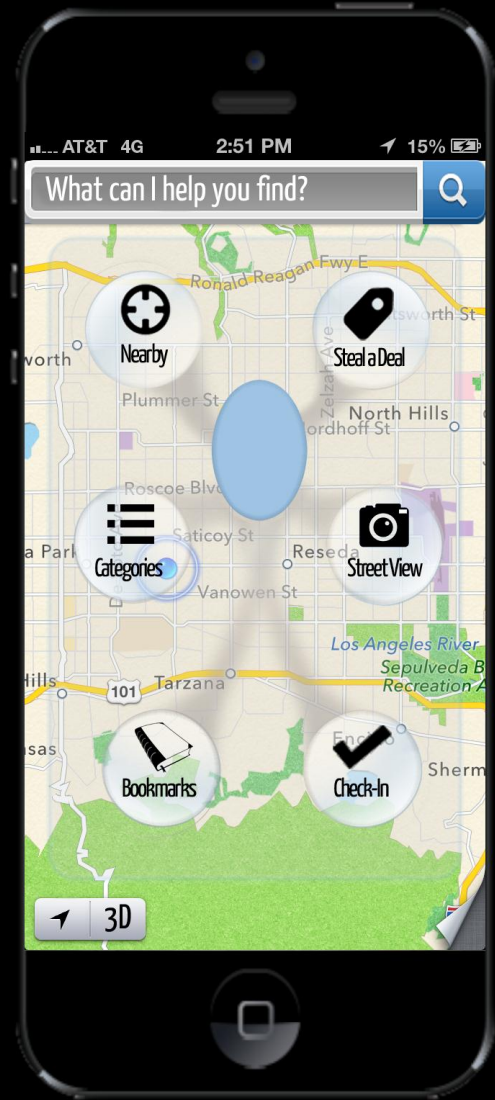
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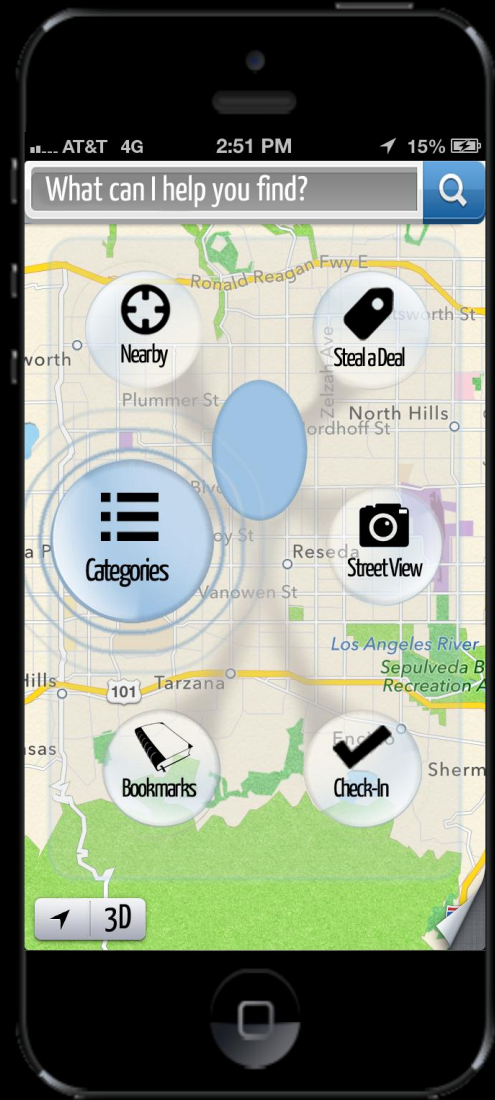


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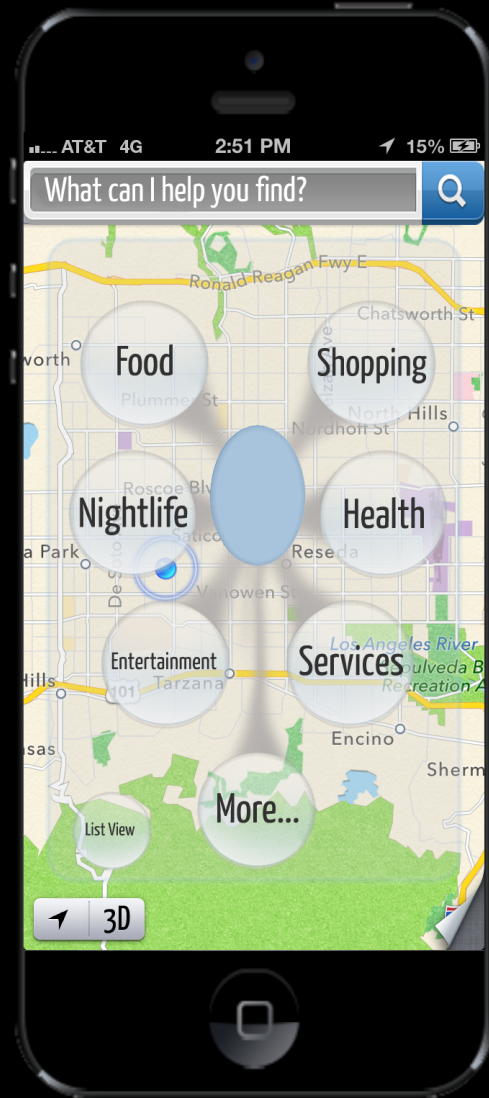




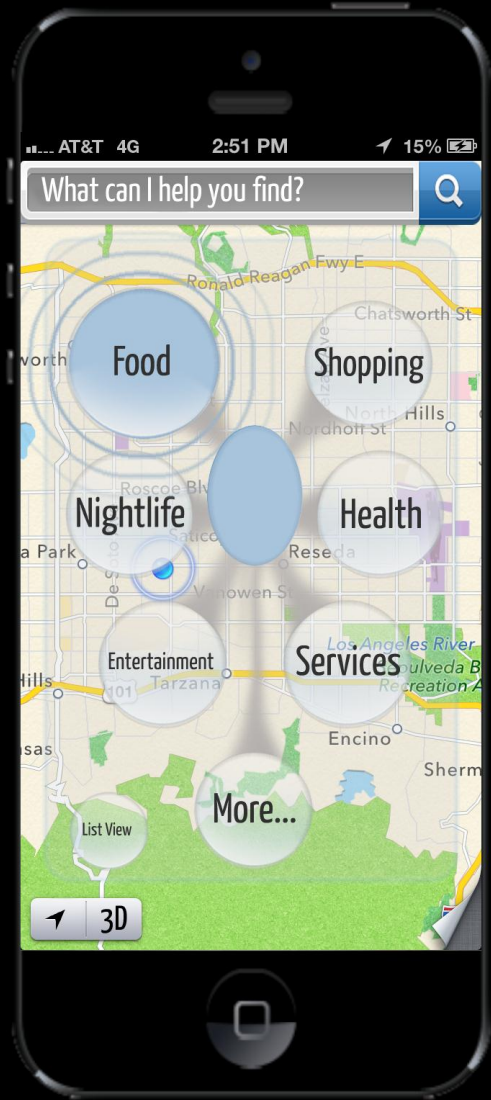




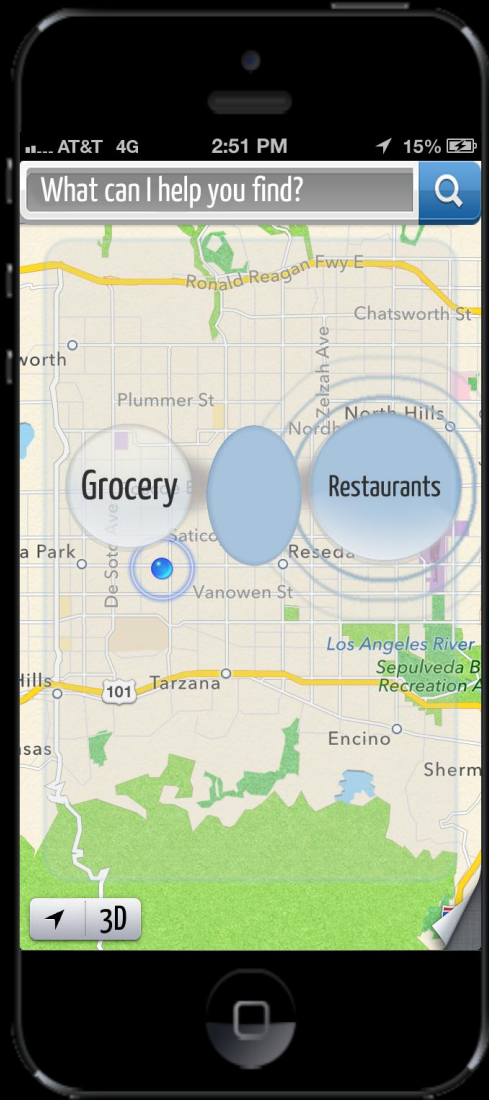




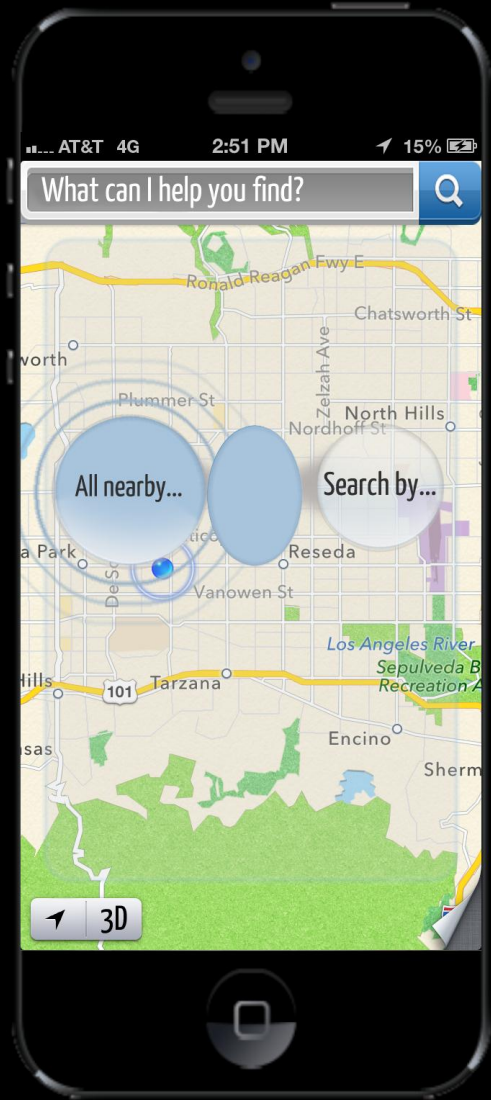
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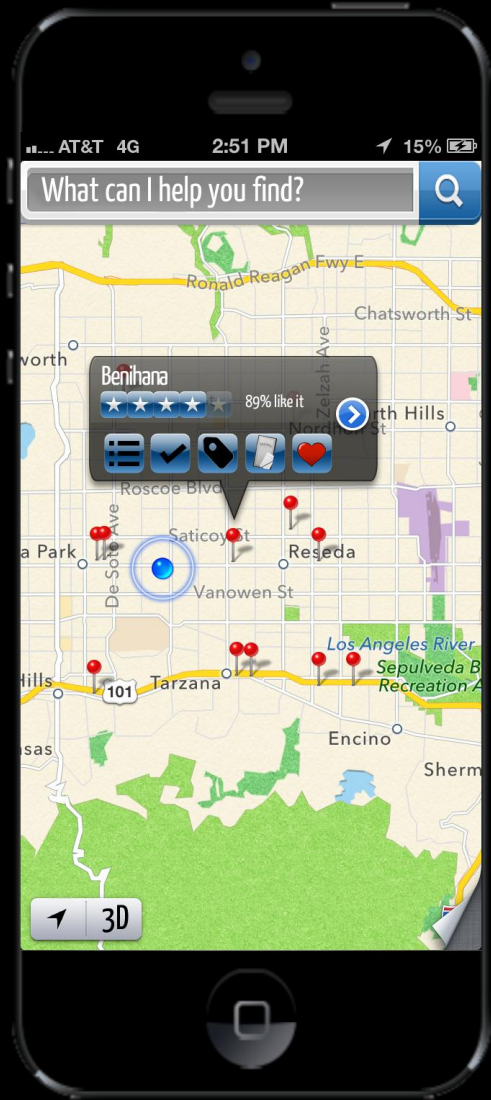
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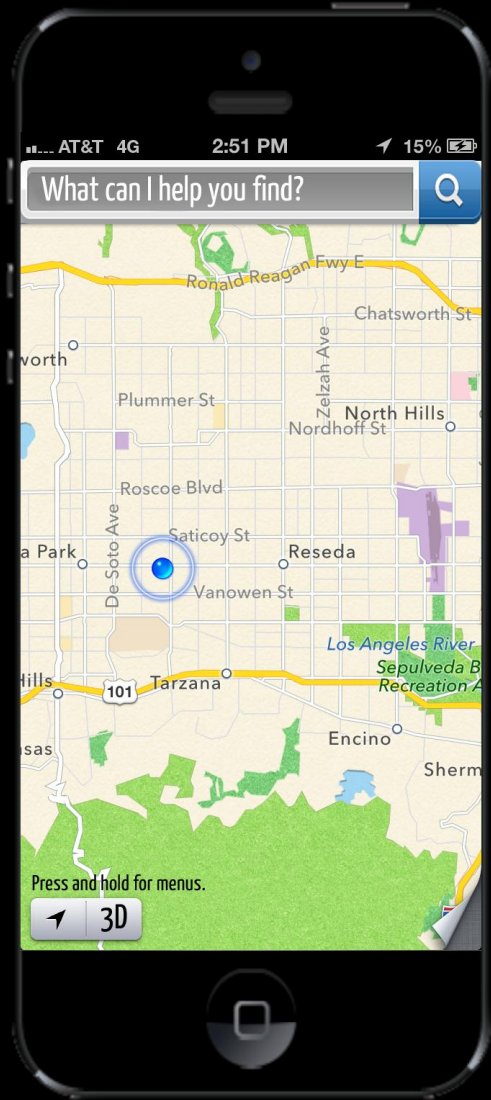
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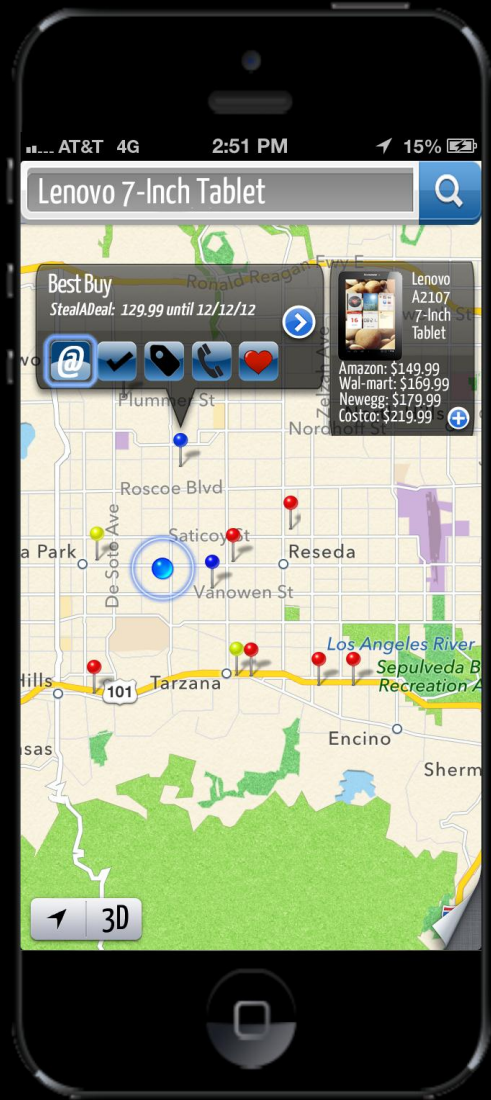
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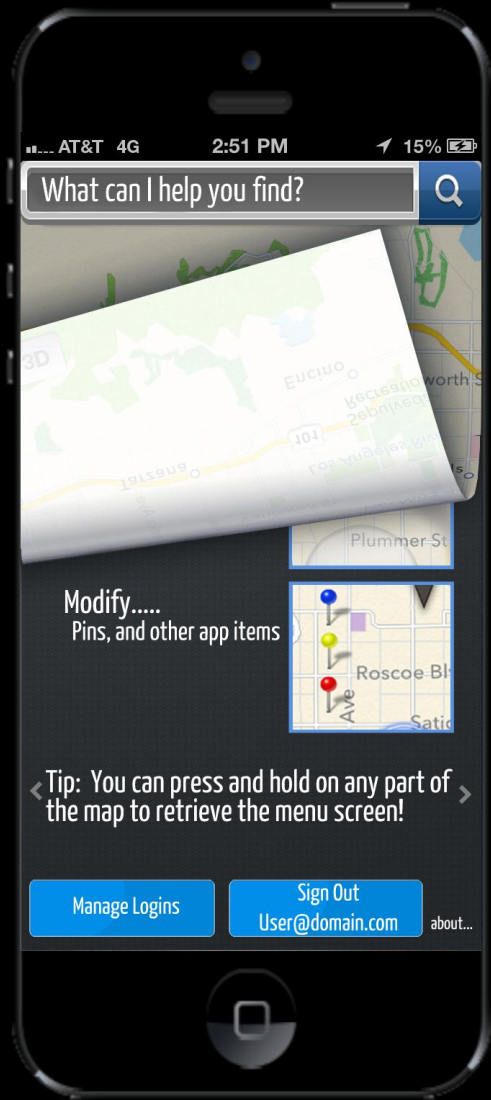
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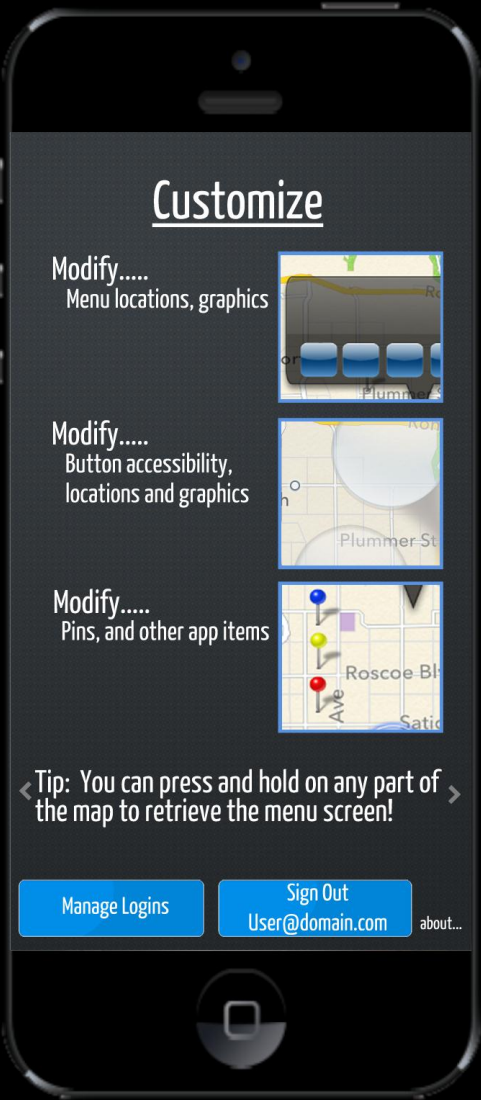


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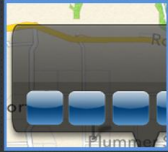






# Customize

Modify.....  
Menu locations, graphics



Modify.....  
Button accessibility, locations and graphics



Modify.....  
Pins, and other app items



< Tip: You can press and hold on any part of the map to retrieve the menu screen! >

Manage Logins

Sign Out  
User@domain.com

about...

# Managing

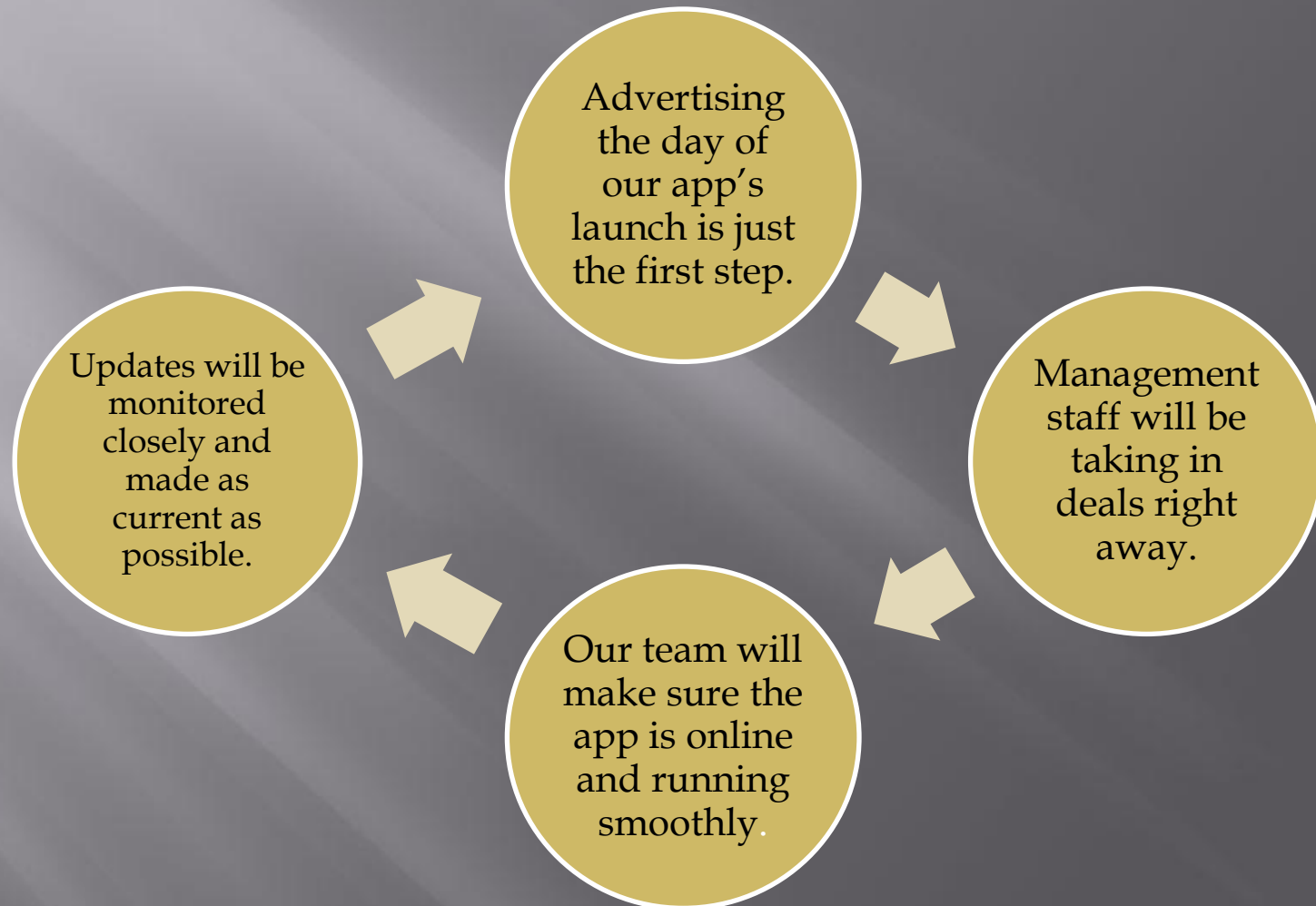
- ▣ Software engineers will be in charge of monitoring, receiving, and updating the app with current deal information.
- ▣ Vendor charges for the app will start at \$100/day.
- ▣ Price includes notification of deals and placement on our map.
- ▣ Different packages are offered at different prices depending on how much time the vendor decides to purchase.

# Managing

- ▣ Posting of new ads will be done through a secure network only paying clients can access for the time paid for, ads will be posted and monitored by our team to ensure that ads are legitimate and up to date.



# Launch Day



# Launch Day Continued

- ▣ Any unforeseen incidents will be recognized immediately and adjusted accordingly.
- ▣ The goal everyday thereafter will be to improve upon launch day.





# Expansion/International

- ▣ The app is going to launch on the two biggest smartphone platforms : Apple® and Android™ , eventually we will broaden support to Windows© phones and also Blackberry® phones.
- ▣ Expanding to different regions in the U.S. will be as simple as expanding to smaller businesses throughout the country, the key business relationships we already created already have nationwide footholds.





# Expansion/International

- ❑ Expanding the app to different languages will be a goal after the app is initially launched.
- ❑ With the different languages would come different countries and expansion into those markets. We would repeat our process to expand to these other countries.
- ❑ The app will feature a User Feedback section helping us improve how it works for the end user.
- ❑ Adding notifications from your favorite vendors, notifications can be enabled or disabled.