

Background Memo



Our website offers engaging stories to inform students of how weather impacts them on and off campus with stories including extreme weather conditions, information on how athletics adapt to varying climates and stories highlighting students' experiences with weather on campus. Our app is one of most unique features of our product that sets us apart from the competition and will act as the main product for revenue sources. The WeatherU site will then act as an online presence as a tool for more in-depth content for users.

The app's features include:

- A daily and weekly forecast
- A Fashion Forecast that suggests outfits for both males and females to accommodate whatever the weather is that day
 - Users will be able to click on products that will then be reserved at local stores or bought directly online
- A "Things to Do Today" page that suggests events and activities that are appropriate to do in the weather that day
 - Products that accommodate the activities will also be suggested with store locations listed
- Free to download and available on smart phones and tablets

The Business Breakdown

Product Release: September 1st, 2014

Target Market: Young adults, male and female, ages 18-24 with a strong online presence.

Promotion:

- "Storm Chasers" as our campus representatives.
- Storm Chasers will help promote our product at campus events, at freshman orientation, on game days and through word-of-mouth and online.

- Print, including student magazines and newspapers
- Online, through social media and viral content
- Radio ads, with spots on Pandora
- Collaborate with advertisers

Revenue Sources:

- Banner ads online
- Sponsored products on app
- 5% of sales from products sold on app
- Premium event slots online and on app

Expansion Possibilities: After a year, WeatherU would like to reach out to the other Big Ten universities to begin our expansion across the nation. We will integrate ourselves into the individual college campuses to create unique experiences for each university and its students.