



Westwood Neighborhood Council Mobile App Proposal



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People across the globe are realizing the power of the mobile devices. The App Revolution is here. Media81 Group will show you how to harness the power of the smart phones that most of the people are carrying with them ALL THE TIME! With your own iPhone, iPad and even Android App, you can reach out your community.

The Media81 Group team will professionally design and build your App. Your Neighborhood Council App can be up and live in a few weeks, ready to work as your mobile marketing arm 24/7!

Business owners, students, homeowners and renters everywhere are seeing the future of Apps and the value in having a mobile app for your community, increasing your neighborhood visibility, awareness, promotional ability and overall interaction with your community.

As the Media81 Group team builds your App, one of our professional Design Team staff members will remain in contact with you. With the approval of your custom App Media81 Group will complete your App submission to iTunes for inclusion in their App Store and you will be notified of acceptance by email when confirmation from Apple is received.

Package Features

1. Mobile biography of governing board members of your neighbored council.
2. Give community turn-by-turn GPS directions from anywhere directly to your monthly meetings.
3. Create a viral buzz with our built-in sharing capabilities to Facebook, Twitter, and email.
4. Provide up-to-date information about all of your community events and specials. Create an events calendar.
5. Keeps your community informed about everything in their neighborhood by creating an Information tab.
6. Give community multiple ways to get in touch with you using the contact page. This includes direct calling, GPS directions, and email.
7. Personalized iPhone App solution customized to your community.
8. App reviewed and submitted by our staff to the iTunes App Store.
9. One year support and maintenance of your App by Media81 Group.
10. Regular updates and improvements to your app.
11. Powerful CMS account to update your App instantly.

Market and Brand Recognition:

In providing easy and affordable mobile apps your community has Media81 Group professional designers and programmers handling all mobile App design, build, and implementation efforts for you!

Apps are replacing web sites and tablet devices/mobile phones are replacing computers. The market currently has 5+ Billion cell phone users....and only 1.4 Billion Internet users. You need an App to effectively be in touch with your community - whenever and wherever they are!

Mobile App trend, The Gartner Group says: (August 2011)

“Worldwide mobile application store downloads are forecast to reach 17.7 billion downloads in 2011, a 117 percent increase from an estimated 8.2 billion downloads in 2010, according to Gartner, Inc. By the end of 2014, Gartner forecast over 185 billion applications will have been downloaded from mobile app stores, since the launch of the first one in July 2008.

Media81 Group Mobile App Pricing

Media81 Group Pro (Professional Design and Build)

\$3000.00 One Time Fee Payable to Media81 Group for iPhone & iPad App

Our designers will deliver a finished product ready for submission to iTunes - only with full customer approval.) Involvement from the start means our team will begin immediately laying out your App tabs as well as working with you to identify the correct content and linking structure for your App. This includes the build-in of promotional areas and design of your App for easy navigation, customer targeting and visibility in iTunes. Get started today by taking advantage of our Media81 Group Custom Design package. You will be blown away!

\$500.00: Additional Android App

Monthly fee (The fee will apply after the first year free App hosting and maintenance): \$49.95