Project Info

Project name: Ace the Pace
Status: draft
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Concept Overview:

Nearly two million high school students take the ACT test each year. With the national average of test scores gradually declining, students need a boost. Ace the Pace is an app designed to help students with pacing, strategies, and practice for standardized testing. As schooling becomes more competitive, the caliber of students must also rise. At an affordable rate, Ace the Pace will help students gain a competitive edge and relieve the stress of testing.

Product and Service:

Ace the Pace is a mobile app designed to help high school students pace themselves for standardized testing. The app will be designed using PhoneGap, a free mobile app creator that creates apps compatible for Android, Windows, iOS, Palm, and BlackBerry phones. The app will cost $0.99 and offer 3 features: pacing, strategies, and practice. The pacing feature will tell you what question you should be on based on the time allowed in the test. Since there are 60 questions on the math portion of the ACT and the allowed time is 60 minutes, if you were 23 minutes into the test, the app would display "Question 23". When a minute had passed, the app would read "Move On", then display "Question 24". If on pace, strategies and hints will appear. For example, the correct answers in the ACT English test are usually the least wordy options. By offering hints as rewards for staying on track for time, students will better learn test pacing while improving strategy. Lastly, the app will offer full practice tests of the ACT, SAT, LSAT, MCAT, VCAT, and PCAT where students can put their newly acquired time management skills to the test. Nearly 20% of students suffer from test anxiety. There are over 4 million app downloads per day; education is the 2nd most popular category in the iTunes app store. Ace the Pace will help curb students' anxiety and improve their scores while taking advantage of the most up-and-coming category of the app store.

Marketing Opportunity:

There are currently 15 million high school students. Last year, over 1 million college students took graduate school admission tests. The market for aid on standardized testing is constantly expanding. Ace the Pace will target high school students of all ages, from freshmen preparing for the future to seniors trying one last time for that 36 on the ACT. Ace the Pace will also target college students preparing for graduate school. In a study conducted by education.com, over 72% of parents responded that they were an active part of their child's education. This statistic shows that parents want their children to succeed and will look for avenues to aid their education. Parents will help market the Ace the Pace app. With the help of the 3.1 million teachers currently employed in the U.S., Ace the Pace will further its client base. Teachers want their students to succeed on standardized testing. Ace the Pace can work on making licensing agreements with high schools to use the Ace the Pace app in ACT and SAT prep courses. Since Ace the Pace costs only $0.99, it will not target families of specific incomes. Ace the Pace will be promoted using three forms of media: electronic, physical, and verbal. Electronic media includes a website, Facebook page, Twitter account, a Pinterest "pin it" button, a LinkedIn account, and Google Analytics. Physical media includes flyers, brochures, and newspaper ads. Verbal media includes utilizing the local television channels, radio broadcasts, and word of mouth.

Competition:

There are currently no test pacer apps on the app store. The only similar product on the market is a test pacer sold on Amazon. Its only feature, however, is that of a stopwatch. It does not tell students which question they should be on based on the time, it merely displays the time. Ace the Pace must communicate to consumers the benefits of practicing pacing and strategies for standardized testing. It's the only mobile app on the market that helps students know which question they should be on based on the allotted time and gives tricks to choosing the correct answer. With no competitors, Ace the Pace will prove to be a very successful business. Competition could arise from individuals well versed in Java software. If competitors emerge down the road, Ace the Pace will have the benefit of consumers' name recognition of Ace the Pace and an established client base. Being the first on the market, Ace the Pace will be the most trusted and widely used.

Management and Operations:

Since PhoneGap, the app's creating site, is a free service, there will be no startup costs for Ace the Pace except the $99 Apple app distributor fee.

With teachers and parents across the United States acting as unofficial sales staff promoting Ace the Pace to their students and children, no employees will need to be hired, eliminating the cost of staff. To run the business, computer expertise is necessary as well as skills in communication, sales, bookkeeping, problem solving, and marketing. I am well versed in programming language Objective-C as well as Java. I own a MacBook, a computer capable of producing the app and monitoring its sales. Great managers must also look towards expanding their companies. To expand Ace the Pace, I will invest in an ad deal with Apple. This costs $499 per year but will generate an estimated $2,000 in the first year. With 90% of people surveyed responding positively to Ace the Pace, it is estimated that Ace the Pace will make $6,390 in the first year after startup costs.