

Despite a tough economy, local businesses pull together to host a charity concert

Favorite local bands will help celebrate development company's first release for the iPhone with a free concert. The software company has committed itself to using their success as a way to pull the local community together and to help those in need.

Raleigh, NC (PRWEB) October 29, 2009- App store development company Bee Appi is celebrating its first release for the iPhone with a concert hosted by local radio personalities from 96 Rock. The concert is performed by some of the areas favorite bands. Both the venue and entertainment are donated in support of the National Kidney Foundation and the National MS Society.

The founders of Bee Appi, a software development studio that focuses on applications for the iPhone and iPod Touch, are taking a unique approach to find success within the competitive confines of the App Store. They are reaching out to local business owners to help them get the word out about their first release, Cyber Word™. Cyber Word™ is a combined word game and puzzle that will be available through the App Store.

The owners of the Garner Ale House (GAH) are providing the venue and accommodations for the bands in a joint venture with Bee Appi to unite the local community with good music, good food and an all around good time. Morning show hosts Salt and D from 96 Rock will be hosting the event, dubbed "Appi-palooza", being held on November 7th at 3pm. Music and entertainment will be provided by locally based bands that include Suicide Blonde and Airlie Down. There will be no cover charge to attend Appi-palooza and all patrons will have chance at winning over \$1000 worth of cash prizes being donated by Bee Appi, GAH, and the bands. For more information go to <http://www.beeappi.com/events.html>.

About Bee Appi

Founded in 2009, Bee Appi is the brain child of Chief Technical Officer Karen Jirak, her sister and Creative Director, Julie Schaffroth, and long time family friend and Marketing Director, Jeremy Cid. Cyber Word™ is the company's first release for the App Store. The company has dedicated itself to using their success to give back to the National Kidney Foundation and the National MS Society, by donating 10% of the company's income to those organizations.

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Business Plan

OWNERS

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Executive Summary

Write this section last.

We suggest that you make it two pages or fewer.

Include everything that you would cover in a five-minute interview.

Explain the fundamentals of the proposed business: What will your product be? Who will your customers be? Who are the owners? What do you think the future holds for your business and your industry?

Make it enthusiastic, professional, complete, and concise.

If applying for a loan, state clearly how much you want, precisely how you are going to use it, and how the money will make your business more profitable, thereby ensuring repayment.

General Company Description

Bee Appi is a software development company specializing in creating family oriented applications for the iPhone and the iPod touch

Mission Statement: Bee Appi was founded with the goal of creating family oriented and convenience related applications. Our focus in every application is quality and usability. We are dedicated to creating and maintaining a familial relationship with our customers.

Company Goals and Objectives: Our company goal is to become the leading app development company (small businesses) and build a faithful customer base through striving to make everyone feel as if they're a part of our family. For future growth, we are looking to contract developers of other platforms to create versions of existing games or to sell the rights of our apps for use in other platforms (such as android and pc's). Though we anticipate future growth, we will remain a small company that focuses on family and community involvement.

Business Philosophy: What is important to you in business? It's important for us to first, create high quality, fun games that the whole family can enjoy. Equally as important is to remember those who have helped us reach our goals and give back to those who have helped us and our families and to the community as a whole.

To whom will you market your products? The whole family, techies and busy professionals.

Describe your industry. The app store opened its doors in July of 2008 with 500 apps available for purchase. There is currently more than 85,000 apps available in the app store. The potential to gain relatively easy success through the app store makes this a very competitive industry and it will continue to grow. What we keep in mind as a way to succeed and to keep people buying our apps is that there are no new ideas out there. We try to find new ways to combine old ideas and add a personal touch to everything we do. In doing this, we concentrate on obtaining local interest in our company and what we are trying to accomplish through community involvement and contributions to charities.

Describe your most important company strengths and core competencies. One key to our planned success is the skill set of each partner. Our developer has a Master's Degree from UNCG and has worked at EMC for the past 4 years and is a Senior Software Engineer. Experience in project management and usability. I served 10 years active duty in the military, filling a variety of roles and assuming responsibilities of leadership. As a police officer, one key trait to success is learning how to relate to people and more or less convince people to conform to what you want them to do without the use of force. Julie has her degree in graphic design from NC State and has worked in the field since graduating. She is currently serving as the Creative Director of Trimeco, over seeing the designs of all the packaging of heir products, commercial production and advertising. Our other strength is the history behind how we know each other, our willingness to be involved in the community and our dedication to contributing a percentage of our income to the NKF and the MS Society. By involving the community and allowing people to feel as if they're a part of something special, they take more of a vested interest.

Legal form of ownership: Sole proprietor, Partnership, Corporation, Limited liability corporation (LLC)? Why have you selected this form?