



Module 2:

Screening and selecting ideas



Apps for Good

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Separate the wheat from the chaff



- Key is Viability – whether or not your ideas have good potential to succeed

Your mission

- Undertake basic market research for each of your ideas
- Screen your ideas
- Select 2-3 ideas to take forward to the next stage

Screening questions

Evaluate initial ideas for viability and decide which ones you want to investigate further:

Answer the following questions: yes +1, no -1

- Will your app be different to anything else out there?
- Will your app appeal to a specific audience?
- Will your app have specific stand-out features?
- Will your app compete in an established market ?
- Are you really, really excited by your app idea?

What would your granny do?



Looking at current solutions

Google play rugby

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Apps

 Rugby Kicks Distinctive Wireless Inc. ★★★★★ FREE	 Flick Kick Rugby Kicks PIKPOK ★★★★★ FREE	 Rugby Try DoubleTap Software ★★★★★ FREE	 Ultimate Rugby Ultimate Rugby Limited ★★★★★ FREE	 Space Dog Rugby Adictz ★★★★★ FREE
 Football Games - Football Mad Elephant Sports Fur ★★★★★ FREE	 Flick Nations Rugby Full Fat ★★★★★ FREE	 Rugby Nations 2011 Distinctive Wireless Inc. ★★★★★ FREE	 Flick Kick Rugby PIKPOK ★★★★★ FREE	 Super XV - Super Rugby SportsMate Mobile ★★★★★ FREE

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 Learn to Play: Rugby by Marc Levandowski • 6 months ago • 3,317 views Video 1 shot and edited of the Brockport Rugby team teaching a little about how to play Rugby. HD
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 Learning the basics of rugby league with Michaela by therhodshow • 1 year ago • 345 views Today on Michaela Can, Michaela Johnson learns the basics of rugby league.
 Beginner's Guide to Rugby by Ivestrong • 4 years ago • 73,756 views

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 Farm Heroes Saga ★★★★★ Games, Puzzle Newest Match-3 game on Facebook	 The Smurfs & Co: Spellbound ★★★★★ Games, Simulation Join The Smurfs on their new adventure!

Selection & back-up



Choose your first string and alternates

Identify your:

- Users
- Competition
- Solution – technology and data

**Prioritize what more you need to know
for our next step - SCOPING**