EXECUTIVE SUMMARY:

One of the many natural ways human beings derive joy is recognising them as a substantial factor in the economy and the most possible method in which this is done is paying viable attention to their opinions/view regarding different issues surrounding them. It is of importance that means via which citizens could utilize the human right to have a say in the society should be established, and following the enormous population of the country today, one good way to make this feasible is through ICT.

This ICT innovation basically involves developing an application that serves as an opinion-harvester from citizens to media companies. This application would allow users participate real-time in programmes and discussion taking place both in radio and television stations. Its preference would be the interesting access to participate in more than one discussion/programmes/events taking place in respective media houses.

Therefore our targets are citizens who access the internet via their mobile phone, which is presently the fastest growing means of accessing the internet today, hereby widening our chances of getting more users.

In order of priority the newspaper and few radio stations would be our initial focus, reason is to have users acquaint themselves to the application before we extend to other media channels. Comments/Opinion/Suggestion posted by users would be posted in various newspapers on terms agreed by the media to facilitate quick response where applicable.

Having had quite a number of users, we would extend the app to other media houses like the radio and television stations having convincing them with enormous number of user that would participate real-time in programs and shows taking place at time. We would create an administrator Login for individual stations to reduce our fatigue, so they could post whatever program topic and a brief description to which they need opinions/views from the masses. One advantage in which this app has over others is the fact that it is specifically made for citizens and allows them participates in programs pertaining to all media houses.

We hope to start from Nigeria then further extend to other African countries.

There are approximately 150 million people in Nigeria, assuming at least 25 million people uses smart phones and they all listen to either radio or television stations as such we would have individual stations persuade their listeners to connect to them via the mobile app.

Basically, the media listeners are our target and we guessed that every citizen comprises of the media listener, we did our survey from different sources and we discovered that almost all of them (say 95%) read and listen to the different newspaper, radio and television respectively. All of them were interested in participating in discussions and as such we
proposed provide a quick, better and easy means which we hope this mobile app would solve.

To sustain the existing users and attract more people to using the app interesting offers would be made. We would reward:

1. Top three best comments every month and
2. Top three most app user every month

The need to extending the application beyond mere posting comments would arise, additional feature such as comment-accessibility would be added, this feature involve making user’s comment public to other users so that we could have a discussion forum on the app's website and will on the long run serve as a hub where problems are being discussed and its respective solutions are proposed afterwards.

The outcome of the app in Nigeria would determine whether or not we would extend to other African countries like Ghana, south Africa etc.

Ways we intend making money are:

1. Having customers paying 1 naira per comment (still under consideration)
2. Advertisement on website and app
3. Help promote programs, company products, etc. and having them pay us

We intend making the app public by advertisement in schools, media houses, etc.