

Launching a Snow Plowing App in a Crowded Tech Industry

Plowz and Mowz

Unfortunately, many humans can't muster up the same joyful reaction as the Smithsonian's panda after heavy snowfall.

But the frustration of one homeowner trapped in her driveway by piles of cold wet snow inspired her son to create a snow removal app.

The Plowz and Mowz app not only solves a problem by offering a speedy service but doubles as a business, administrative, and marketing tool for independent business owners. Elements that help to market an app in the crowded tech industry.

Check out *Nightly Business Report* and Mark Cuban's observations

References

Fortune.com

Mark Cuban: How Businesses Can Learn from Shark Tank
<http://tinyurl.com/jz447an>

Techcrunch.com

Data suggests consumers only use around two dozen apps per month

<http://tinyurl.com/q468gh5>

Snow and Ice

Management Association.org

<http://www.sima.org/resource/library/>

[Snowplows delivered in a click](#)

**Dee Adams is the author of
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