

## **CRA Software Project #1: AppCreator**

AppCreator was founded in 2010 by technology entrepreneurs who were passionate about developing exceptional mobile computing apps. Our apps enrich peoples' lives by increasing their productivity and efficiency, managing and organizing their daily activities, and providing them with enjoyable personal experiences. AppCreator released its first application, Smart Calendar, for iPhone in March 2010. Since then, AppCreator as delivered many popular applications on various mobile platforms.

At the beginning of 2011, AppCreator started to develop an application called DressMeUp. This high technology app uses advanced features and functionalities help people organize their wardrobe, decide what to wear, and shop or order online during their everyday life. Its specialized internal rules engine provides intelligent suggestions on what to wear: Going to special sporting event on a sunny day? Out for a night on the town? Going into work on a rainy day? This app has you covered!

DressMeUp makes its wardrobe suggestions by displaying an avatar (a graphical representation of you) dressed up in the suggested clothing, so you can see what you'll look like. It also provides suggestions on clothing to purchase for the occasion. Want a second opinion from your friends? DressMeUp can display your dressed-up self to your friends using Facebook and twitter. Not only that, DressMeUp works on the go – your avatar and wardrobe information is hosted in the Cloud so that you can see what you'll look like, decide what to wear next, and shop for new additions to your wardrobe – wherever you are.

The Project Manager has asked the company's internal SR&ED team to determine if there is any eligibility in the above project.

**Note: This case has been developed for discussion purposes only and does not represent CRA's official position on policy.**