

8/23/20 - Meeting Notes

Sunday, August 23, 2020 10:06 AM

Attendees:

- Lindsay
- Danielle
- Aksana
- Torri

Discussion Notes:

- Model our business and subscription model after some security companies
 - Cove and Vivint
 - Show how they compare against competitor
- Marketing Plan - Target Customer, Secondary market CareGivers
 - Long term or potential Target market - Investors/Buyers
- Look at Calm or Headspace for other mental health for inspiration
- How do insurance, Alz.org, Medicare and AARP partnerships assist the customer and our for-profit model.
- Is there a political component/ Medicare?
- Combining the wearable with comprehensive technologies to address all modalities of use/learning for the Senior community
 - Is there research that supports what types of devices are preferred by Senior
- Simon Golden circle, start with the why. We definitely need to stay centered/ focused

Action Items:

- "So easy, a 4 year old can install it" Find this commercial - **Torri**