9/14/20 - First meeting with David

Monday, September 14, 2020   5:04 PM

Attendees:
- David
- All

Discussion Notes:

Go around the room.

1.   How do we differentiate or target/ market to our consumer base such that we are focused on those that are at the beginning stages of the disease? For example, we are not targeting those individuals that are in assisted living facilities. [DVK] I think that you need to understand the purchase journey. Ultimately we need to create some segments based on research. Sounds terrible to say "purchase journey" when thinking about disease but ultimately I think you need to speak to those who are susceptible disease/dementia and deliver messages to those people. You also have to segment those who are care givers and who may be the real decision makers depending on the level of decline in the patient.

   - I've got someone in my life
   - Different stages of need
   - Who is the decision maker in this purchase? This is who we target.
   - The seniors may not know they need the services. Maybe it makes more sense to target the family and care givers.
     - Research: What does it say. People moving through the different phases.
     - Example living communities, know when to target and the approximate lifecycle.

2.   How do we tap into the Developer world such that we can find resources for platform development? I found what appears to be wholesale sensors, but I'm not clear on a starting point for the platform itself. Said another way, how does a business person find the right skill set for this development? We can write Business Requirements all day long (defining the what and the why), not sure how to get a consultation on the "How". [DVK] I think that you, as marketers, need to focus on defining the What so that you can brief the right teams. Ultimately it comes down to finding those organizations that specialize in broad technical capabilities AND can build prototypes. These companies are different from those

- Not necessarily the tools, I need a source of engineers and developers.
- Where are these networks?
- Tap into coworkers (Broad tech, entrepreneurial spirit, curious mind)

3.   Is there an expectation that we have a working prototype for the final project? We are very intuned to our theory, but want to understand how to implement it! [DVK] sort of…I think we should check this with Amy but you need to build a prototype and at least demonstrate how things will work through storyboards and mock-ups. There are ways to do this but let's see how the idea develops for now before determining what is possible given the time and your individual skill sets.

- Research
- User Personas
- Data side, consuming, generating and selling data.
- Highly regulated environment.
- PII
- To what degree does our prototype demonstrate all of the components we've considered.

Discussed with David
- Don't underestimate importance of research, need to back up why we made the choices we made.
- How do we provide tech to those in cognitive decline when they weren't engaged with tech before.
- Roll of VR in this environment.
- What data is generated, how do we use it, benefit from it. Ex. Feed to Drs, Universities for research, shopping reminders.
- Need to researc
- Send questions in advance. Monday 6pm Est.
- Recommendation survey like Cove

Next Steps:
Project Plan - Torri, Company Profile - Danielle, Market & Segmentation Strategy - Aksana and Brand Positioning & Brand Profile - Lindsay– Rough Drafts