

10/12/20 - Meeting with Becca and Amy

Monday, October 12, 2020 7:31 PM

Attendees:

- Group
- Amy
- Becca

Pros:

- Model of sensors around the room
- System architecture
- Points of disruption
- Good data

Questions:

- Take a look at our partners, are they where the data analysis points to?
- Want us to tie these pieces together
- Tech Stack behind it, how deeply do we need to dive?
- Can keep arch still higher level, but need to back it up for the presentation.
- Definitely need to flesh out marketing strategy
 - Who is a buyer
 - And how are we positioning our product for them
 - How is our Brand positioned?
 - Currently isn't crystal isn't clear
- Def need for marketing strategy - Becca. This will inform our Content strategy
 - Buyer
 - User
 - Buyer's problem
 - Solution mapped out and positioned. Our solution better addresses buyers problem over the competitors.

We can use the website as apart of a Prototype.

Set up a comparison with Trusense - this is how we are different

- Customer Service
- Concierge service
- What part of the wicked problem is still unsolved
- We don't have to add a whole bunche of stuff.