

11/18/2020 - Last call

Wednesday, November 18, 2020 5:02 PM

- Doesn't want us reading from a script.
- Excitement
- Story Telling
- Convince why our strategy is the best and why it will succeed.
- View Greg and Kim as the "Investor Gatekeeper"
- Don't have to get into every details of every deliverable.
- Great Idea, Grounded in Strategy, Think Sharktank and grab them with a story.
- 15 minutes presentation, 5 mins QA

Agenda:

- Feedback Greg and Kim
- Storyboards
- What to do if technology fails? - **Torri**
 - Mitigate False Positives
 - Proactive monitoring and complementary hardware replacement.
 - AI algorithms
- Why are we uniquely positioned to succeed - **Lindsay**
 - Deeper dive into competitors and our advantage
- Adding a line about "Corporate Responsibility" working with Universities and Facilities to aid further research into a cure. - **Lindsay**
- Opportunities to find us during their buying Journey - **Aksana**
- Add a slide on Search results trend, focusing on Elise - **Danielle**
- Add a slide about activation and how we will partner with Alz.org and our Influencer - **Danielle** (more details about influencer and that strategy as well as SEO and backlinking from the organization) and **Lindsay** (more info about partnership)
- Business Model and how we'd make money - **Aksana** - ask pros where this should go
- Update SWOT to reflect the business versus the Digital strategy - **Danielle**

Flow of the Presentation:

- Wicked Problem
 - Emotional Facts
 - Hard Facts from research
- Introduce our Hero
 - Video
 - Narrative on the features
 - Prototype
- The Market
 - There is an opportunity/ gap
 - Competitors
 - How we reach customers

Story Board Ideas

- By Urgency?
- By Location?
- **LOW**: Not moving - Done
- **MEDIUM**: Front Door Open
- **HIGH**: Stove on or Water on the bathroom floor
- **MAGIC**: Empty Fridge, order groceries through Instacart integration