

12/7/2020 - Meeting with Becca and Amy

Thursday, December 10, 2020 7:20 PM

All Attended.

12/7/20 - Meeting with Becca and Amy

- Memo to investors is a good guide for the entire flow of the presentation
- Like the persona slide, as-is
- Include Capstones
 - Process Map
 - Data
 - Prototype
 - Set the Investors up for WHY this is so important now
 - Emphasis on more Capstone deliverable.
 - Don't need to a SWOT for Capstone
 - Industry trends, need to have a clear takeaway, pick out a point from the SWOT.
 - "The number of Baby Boomers entering space" Maybe place with the beginning data.
 - Use SWOT has a framework, don't have to display the framework
 - Definitely need to show the tech.
 - Wants to see tech specifications
- Dec 12, finalization of all deliverables.
- Position Marketing campaign, here are just a few details. Very quick, tie back to broader story. "uses a combination of event, etc..."
- "we are expecting with this budget, reach this #, convert #, this, scale business year 2 and 3" Invest in business as a whole.
- Make room for the data
- Show case tech, maybe even show the process model.
- Timing is strict
- May have graduation the 13th