Attendance:

David Miall

Boris Choi

Sam Perry

Peter Gillingham

Patryk Lewandowski

Items arising from previous meeting:

- Contract
    - Confirm fail
    - Not going to pay
    - Need a new module to compromise - or maybe not?
        * Video player basically include that

Current Items:

- Everyone current progress discussed
- More demo
    - Edit
        * Drag/drop
        * Add shape
    - Video player on dev
    - Button operation
- Post-Dev
    - Sale target?
        * Education(main)
        * Business
        * Individuals
    - "Why should customers switch to using your program?"
        * Broadcasting - share live
        * Scripting - e.g. python
    - Specific customer?
    - How to presume customers to use paid licences?
        * Free triad to individuals

- - - ∗   Lawyer to cooperation
  - –   Time for sale?
    - ∗   Operation has a fix business plan cycle - e.g. uni contract may only be made after 9 months
  - –   Marketing
    - ∗   Ads?
    - ∗   Embedded?
    - ∗   Social media?
    - ∗   "Sticky"? Enforced?
    - ∗   Who and how to get to the first customers
  - –   Cost
    - ∗   Marketing cost more
    - ∗   More loans?(bad idea)
    - ∗   Sell acquisitions?(really bad idea)
  - –   "Why would I use this product?"
  - –   Marketing staging?

AOB:

Actions Arising:

Come up with a more realistic marketing plan by next week

There being no further business, the meeting was adjourned at 17:00.