**Rentista Board Meeting**

12-16-12

* Overview of Progress Made Since Last Meeting
* Updated Process Flow
* Draft Informational Video
* Customer Segmentation Document
  + Broker Connections difficult to cultivate and maintain
  + Miscommunications and lack of communication
  + Ways to Strengthen the Relationship
    - Lunch/Drinks
    - Coffee
    - Pay for the lead
      * Cost of the meeting
      * Cost of the connection
    - Offer Free Trial or Priority Customer Support
    - Cold Phone Calls
    - Offer data to brokers that we’re looking to
* MVP UI Demo
  + Rasheed to connect with Chris and Team later this week regarding his feedback on the UI
  + Fridolin Book Recommendation:
    - About Faces by Alan Cooper
    - The Inmates Are Running the Asylum – Alan Cooper
* Next Steps and Action Items
* Discuss progress made during class