**Senior Design Brainstorming Document**

Due Monday, 9/7/2020

Team name: Tala

**Announcements:**

This document is designed to help you prepare your team’s value proposition memo and elevator pitch (due 9/15).

**Actions Items: (Please answer the following on this document)**

Create a way to manage project tickets and team member tasks.

(Highly recommend Trello <https://trello.com/en-US>)

Create a custom and creative team name.

Start thinking about your value proposition. (Measurable)

* Who benefits from your project?
  + How many people would benefit from this project?

Potentially a lot. Anyone who is in need of a simple, distributed communication network. Could be very useful for embedded devices, IoT, smart homes, robotics, etc.

* Will they save or make money?
  + Estimated value saved / made?

They should save money, the code will be open source allowing anyone to use it for free.

* Does the community improve because of your project?
  + How will the community improve?

Free software will allow hobbyists and other developers to create projects that would have been more difficult before. The community will also be able to contribute as the project is open source.

* Are there negative impacts from your project?

Companies may be hesitant to use our project since it is open source

* Would someone buy your project?

Maybe, but it is open source software anyways, so they wouldn’t have to.

Start thinking about your elevator pitch.

<https://drive.google.com/file/d/122XcKfbGRHbTHCnGI0Qjld2UFdBujLXh/view?usp=sharing>

* Create a vision statement from the following template.

For [target customer]

Who [statement of need or opportunity]

The [product name] is a [product category]

That [key benefit or reason to buy]

Unlike [primary competitive alternative]

Our product [statement of differentiation]

For: IoT/Embedded/Software developers.

Who: Need a easy distributed communication system for Python or Julia

The: Software is an open source project

That: Cuts out development costs/time

Unlike: Simply using a complicated network of sockets

Our product: Can be configured any way you like it.

* From this start creating your three minute elevator pitch. Include ideas from your value proposition.