

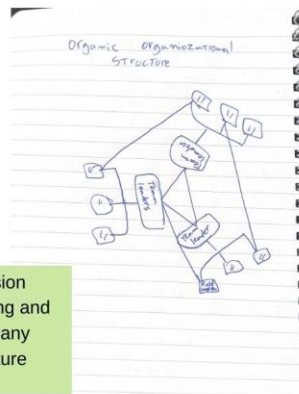
# Brainstorming

3MIGO was created thinking in our daily routine, the name stands for “Tres Amigos”, which translates into “Three Friends”, from Spanish, Alejandro’s native language. Coffee was the thing that brought us together, since day one it was the main reason we would gather, have a chat and discuss projects.

One day we were having some coffee in a Starbucks, and we noticed that Starbucks and another huge companies have much competitive advantage in against small businesses, so we thought it was a brilliant idea if there was an app to help smaller businesses attain a greater audience, without being hidden behind the appeal of larger coffee chains, raising their sales and allowing them to innovate a little more. Also, we thought, it would be great for coffee lovers to find a coffee shop perfect for them, in regards to various parameters which would be important to them , such as coffee cost, location, whether seating or Wi-Fi is available, and more.

IT CONSULTANCY COMPANY: 3MIGO  
Management: Giulio  
Sales and Marketing: Alberto  
Research and Development: Alejandro  
Culture and Structure  
"Software Development"  
Developer consultants do any number of things such as: writing code, managing projects, creating stories, improving business processes etc...  
• Company Structure  
- Chain of command  
How tasks are delegated and work is followed (who tells whom what to do.)  
- Delegation  
Is one of the most important elements. It allows the teams to similar roles and allows you to understand how each department connects to one another

General thoughts and rough sketch of ideas



Decision making and company structure

Our plan is to keep the local coffee shops alive...  
• To keep track of the business in each coffee shop  
• Tips on preferences like: Atmosphere, Strengths/Flavors, Seatings, Wi-Fi, Sweets, Price, Service  
• Discounts to whoever uses our App  
• If you leave a review you can get more Promos/discounts  
• A.I. To collect data from custom

Company goals and projects