* More about the product - less narrative
* Address the trust issue - tracking or helping?
* Define the goal posts - What do you want the end product to be?
* How do you connect insurance providers this way
* Try to change the narrative - Whaaat
* Bringing the insurance to a more relatable level
* Unpack trust - being relatable - appeals to users that are younger
* Frictionless symptom detection? - In the narrative.
* Expose the metrics - to show it’s transparent
* AirBnB - show as many pics as possible
* Explain where the data is going - directly to the insurance company
* Play it out
* Focus on validation of the data
* More on the story - less on the product - work just enough
* Palette
* Box - pour water and show?
* End it at showing the people would actually want it and use it.
* Talk to Arnaud - For the hardware
* Win for the user? - main trust issue

Major takeaways

* Keep plugging away
* Good progress
* Focus on the high level story
* Done a good job in unpacking - make sure proper goals are defined
* Make sure team is aligned
* Stay open