
Kick-off Meeting

January 17, 2023

Agenda

- Introductions
 - Project idea background & vision
 - Your story (Client)
 - Our initial questions (Team)
 - Discovery session - Review existing concepts & samples
 - 1) Existing digital money-donation concepts
 - 2) Button, extension, or widget samples
 - 3) Look, feel, and function exercise
 - Discuss Priorities for Minimum Viable Product
 - Next meeting date: Jan. 20th
-

Introductions

Client Introduction

Project Background and Vision

- ❏ Can you give us a summary of your idea?
- ❏ What incentivized you to create this product?
- ❏ Where would you like to see this idea go/ What is your end goal?

Discovery Session

How is Karma Box similar?

How is Karma Box different?

What will make Karma Box unique from already existing widgets?


What works in these examples?

What doesn't work?

Existing digital money-donation platforms

- Buy Me a Coffee
- Ko-Fi
- Customized donation options at checkout

Buy Me A Coffee

 [FAQ](#) [Explore creators](#) [Log in](#) [Sign up](#)

A supporter is worth a thousand followers.


Accept donations. Start a membership. Sell anything you like.
It's easier than you think.

[Start my page](#)

It's free, and takes less than a minute.







[Video creators](#) [Artists](#) [Writers](#) [Musicians](#) [Developers](#) [Gaming](#) [Podcasters](#) [Communi](#)

Buy Julie a coffee

 x ☐ 1 ☐ 3 ☐ 5

☒ Make this message private

[Support \(\\$3\)](#)




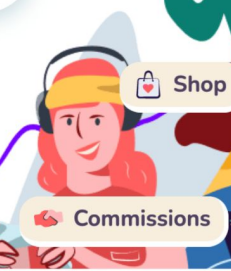

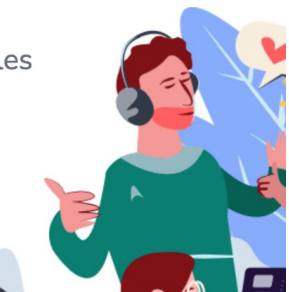
Everything you need to make money doing what you love

Join 1M+ creators getting donations, memberships and sales from fans!

ko-fi.com/yourname

[Claim](#)

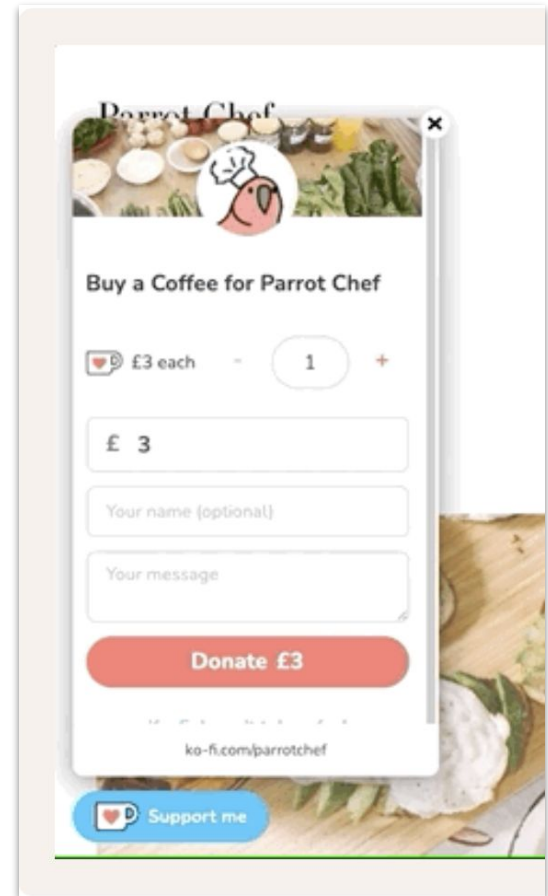
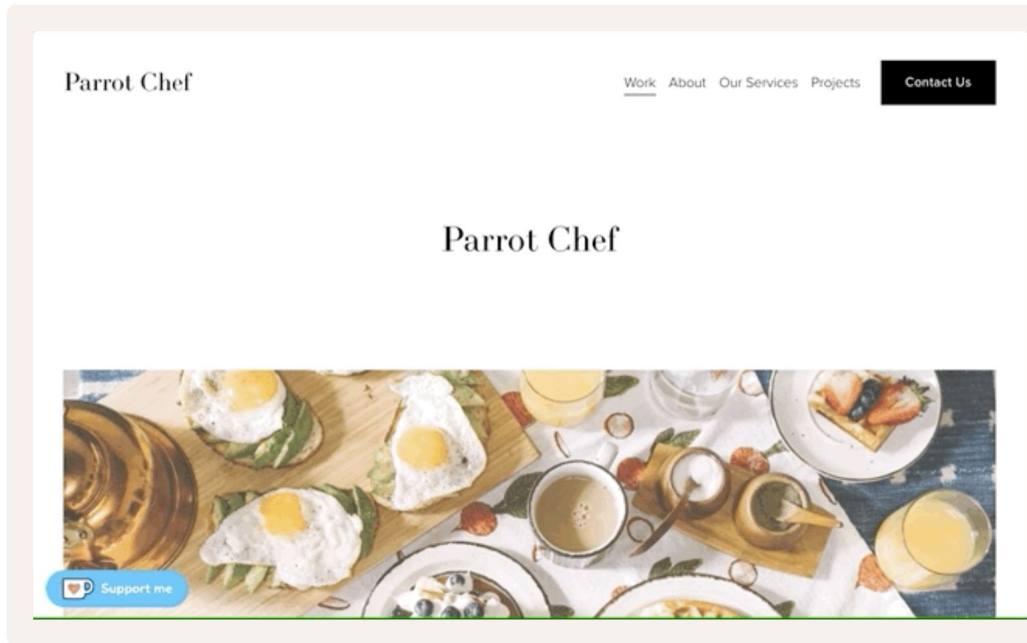
\$6 million earned on Ko-fi last month!

 Donations Memberships Commissions Shop

We take 0% of your donations

We don't take a fee on each donation. Keep more of your money with Ko-fi. \$200 million earned so far!

Ko-Fi (cont.)



Donation option during checkout process



Review & Place your Order

Not danika.frisbie@gmail.com? [Sign Out](#)

Need help? Talk to our Gearheads 24/7 about your needs.
Call 1.800.409.4502 or [Chat Now](#)

1 Verify Your Payment Information

- + Redeem a promo code
- + Redeem a gift certificate

☒ Credit Card

Card Number

Card Security Code [What is this?](#)

Expiration

01-Jan ▼

2023 ▼

Years

☐ Save this card

☐ PayPal

2 Verify Your Billing And Shipping Address

Billing Address:

Danika Frisbie
4501 Notch Road
Jericho VT 05465
US

Shipping Address:

Danika Frisbie
4501 Notch Road
Jericho VT 05465
US

Edit / Delete or 4501 Notch Ro... ▼

Edit / Delete or 4501 Notch Ro... ▼

FREE SHIPPING | Orders over \$50*



The North Face H...

Wild Ginger, S -
TNFZC3U-
WILGIN-S
Qty: 1
Each: \$38.00

Subtotal	\$38.00
Shipping	\$5.95
Estimated Tax	\$0.00
Total	\$43.95
You Saved	\$16.95

3 Donation (Optional)

Add Karma Points (Optional via Karma Box)

The Nature Conservancy

Select your donation amount:

\$1

\$10

\$25

\$3


\$5


[Learn more](#)


Donation option during checkout process

1 item in your cart


Keep shopping

 **Etsy Purchase Protection:** Shop confidently on Etsy knowing if something goes wrong with an order, we've got your back. [See program terms](#)

 **sophieheywood** Contact shop



The Prehistoric Alphabet A3 Risograph Dinosaur Print


1 

\$19.65
\$25.52


Save for later Remove

Sale: 23% off


☐ This order is a gift
Prices will not be shown on packing slip

 [Apply shop coupon codes](#)





Add a note to sophieheywood (optional)



 Due to a Royal Mail cyber incident, delivery of your order may be delayed.


Estimated delivery: Jan 24-Feb 11 from United Kingdom

 Etsy offsets carbon emissions from every delivery


How you'll pay






 Klarna. 4 interest-free installments

\$50.00 product minimum applies

Item(s) total	\$25.52
Shop discount	-\$5.87
Subtotal	\$19.65
 Get shipping cost	

Proceed to checkout

 [Apply Etsy coupon code](#)

* Additional duties and taxes may apply

The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



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Item(s) total \$25.52

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Proceed to checkout

 [Apply Etsy coupon code](#)

* Additional duties and taxes [may apply](#)

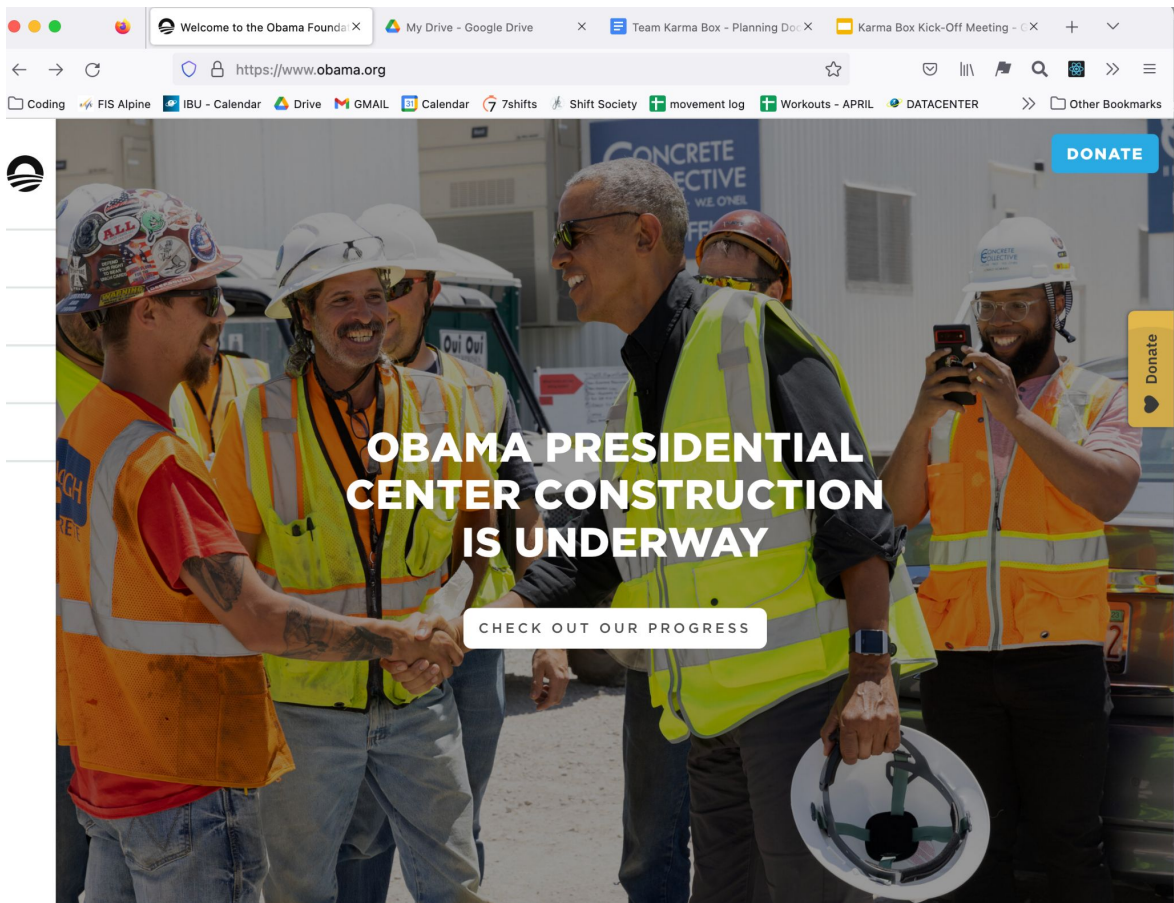
The Uplift Fund supports nonprofits that provide resources to creative entrepreneurs in communities that need it most. You can donate your change at Checkout. [Learn more](#)



Button, widget, extension samples

Do any of these examples
resonate with you?

- Donation button on side w/ pop-up donation box
- A floating icon with pop-up menu that tracks w/ page scrolling
- Firefox extension that automatically applies service



Donation button on side w/
pop-up donation box

[VIEW](#)

A supporter is worth a thousand followers.

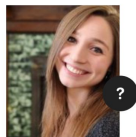
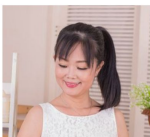
Accept donations. Start a membership. Sell anything you like.
It's easier than you think.

buymeacoffee.com/yourname

Start my page

It's free, and takes less than a minute.

Video creators Artists Writers Musicians Developers Gaming Podcasters Community



Testing Grounds

Just another WordPress site

Home

Meet the Team

Random Landing Page

Survey Page

What Can I Do For You, Today?

Go

A Countdown Timer

This is a countdown timer in WordPress.



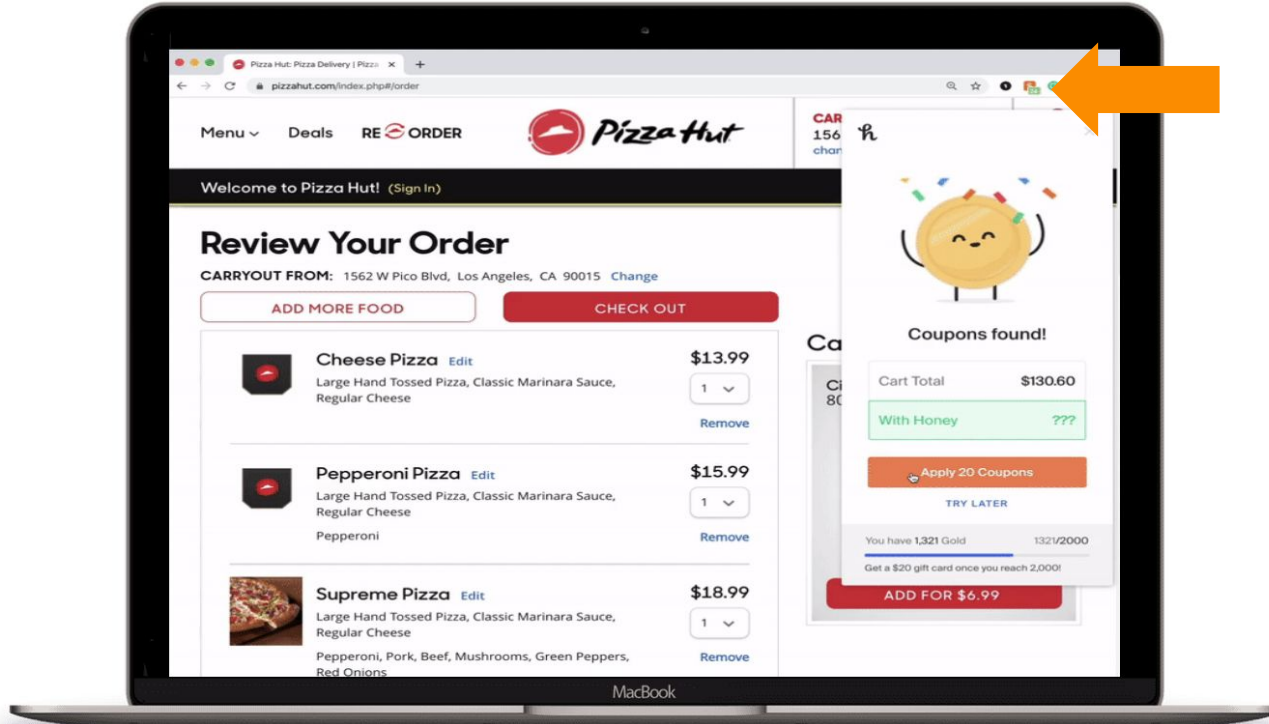
It's very easy to set up and use.

Home



A floating icon with pop-up menu that tracks w/ page scrolling

[VIEW](#)



Firefox extension that automatically applies service

Existing brands using “Karma”

For shared awareness

- Karma Box Project
- Karma
- Credit Karma

Karma Box Project



Karma Box Project



Find a box location

Your current address



SEARCH

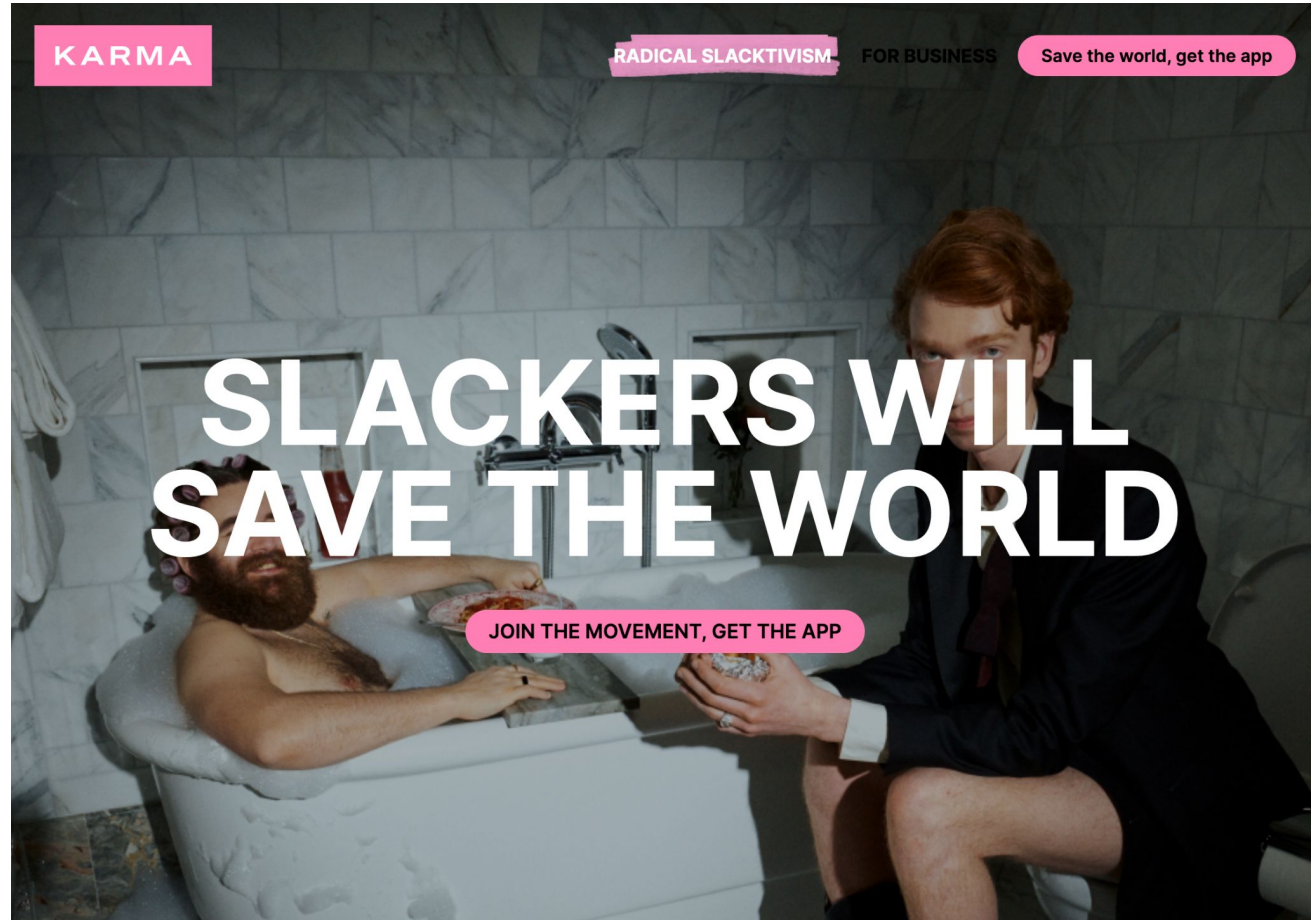
Search by LocationIQ.com

OR



USE MY CURRENT LOCATION

Karma



KARMA

RADICAL SLACKTIVISM

FOR BUSINESS

Save the world, get the app

SLACKERS WILL SAVE THE WORLD

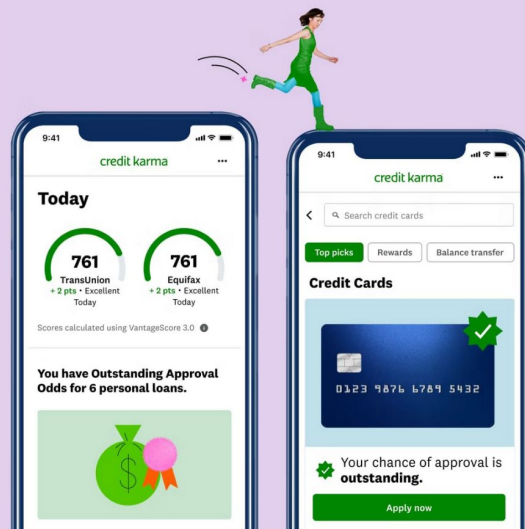
JOIN THE MOVEMENT, GET THE APP

Credit Karma

Where credit meets confidence.

Credit Karma uses your credit profile to show you curated offers. Plus, with Karma Confidence, you can see your Approval Odds before you apply, without impacting your scores.

Sign up



Financial products for every step of your journey.



Cards



Loans



Accounts



Savings



Auto



Home

Look, Feel, and Function Exercise

Quick assessment to help define product
goal(s)



Do any of these images have colors/shapes that you feel match the “vibe” of Karma Box?



A

[Reference Source](#)



B

[Reference Source](#)



C

[Reference Source](#)

D



E



F



What **is** Karma Box? What is it *not*?

What is Karma Box, first and foremost:

- 1.
- 2.
- 3.

Examples:

- *A way to transact dollars*
- *Social-friendly*
- *Visible*

What Karma Box definitely is not:

- 1.
- 2.
- 3.

Examples:

- *Customizable*
 - *Adding additional navigation*
 - *A boring task*
-

Priorities for Minimum Viable Product

- ❏ What is your vision for the minimum viable product?
 - ❏ A website launch page to sign-up? A demo widget?
- ❏ Is there anything you need to be able to show others in order to advance your process?

Next meeting
