Inverting funnel

Put an idea in and every idea is best idea Nothing to log jam. Becomes foundation of house. Building from bottom to top. Objective: Focus your vision what the final product will look like, “candle on cake”. Need foundation for the top of the vision. Business ideas have to be kind of liquid.

Need to revisit financial aspects, currently aren’t focusing on it. Should focus on it. James volunteers to help us build our idea. Wants it to be our vision. Consistent on how we’re going. Be expeditious, not lagging.

Q: Did you buy domain name?

A: Yes

Q: Have a logo?

A: Yes:

Q:Do you have a tagline? (Sentence that represents DOTTO)

A: Yes, “If you don’t know where to go go, ask DOTTO,”

How does it become explanatory?

Appeals to kids our age, that we’re a resource.

Recommends changing our tagline (Don’t tell entire story)

**Understand market- articulating to market so they understand you. Market understands you. Business plans fail because plans get lost in people trying to impress others. About simplicity. Identify in world.**

**Jen- Quite a few business finding info, some for-profit initatives. Trip advisor of study abroad. Student voice are still missing, Experiences/testimonials from students.**

Suggest revisiting tagline, keep info my mind.

Branding- look at something and see what it accomplishes for you. Gets creative juice flowing. Opens your mind to hearing what others are thinking, share what you’re thinking with others. Helps with company. Arguments over succeeding the brand. Be passionate, but not emotional.

Page 1 Business Plan: Name, logo, tagline, logo

Page 2- Mission Statement (Further, talk about problem. A- problem that we see, ask other people their pov for their pov. Decide where we want to incorporate.

Where? (

United States

What state do you plan to incorporate in?

Spread out coast to coast, no clear idea. Focus on best place.

Set up annual calls. James wants to inspire, not motivate.

Proof of consent- identify how project will actually help other people.

Don’t rush to next level.

Budget??

A: No.

How would you get budget?

Jen helped us out for logos and domain. But at some point, you need a budget. Everything you do in your professional career. Idea of creating DOTTO is to pull other people through. The idea is for the next generation.

If we fail, it doesn’t matter. Prepare to set up for success.

Mara: DOTTO is nonprofit. How would you set up a non-profit?

James: Still need money, you need donors. Show a donor a budget of where the money is going.

Structure up as a non-profit, everyone can chip in. ($0, $1, $100)- need a source of revenue. Find best state to set up for DOTTO. Premature for 501cs.

James wants his experience to prevent mistakes.

Do research for best place, create a budget. Business card, blogging, website, etc. Keep budget as little as possible.

Set up a day where we do this on a weekly basis?

Biweekly.

James- suggests our own little meeting, send a note to Jen and James. Come up with time and a plan for execution. Execute DOTTO idea where it’s not concept anymore.

Jen suggests a website.

Harbor compliance.com/ nonprofit. Good website

Final questions. Then wait to send a note for Jen or James. Don’t be afraid to email James or Jen for a call. Take guess work out of it.

Mara’s question: Lack of communication. How to remotivate team? Example: about page

Only 4 people turned it in.

Rules of \_\_\_\_\_\_. Read James’ article.

1. Winners make time. Losers make excuses.

Don’t motivate people, can inspire people. Don’t give up until you try every way to inspire them. Put a time limit. Make things official. No longer person with stick, person with carrot. Great opportunity with James and Jen, not Mara being upset. Threaten loss of ideas not being removed. Use 3 strikes. Value everyone’s inputs, and if people don’t respond, then walk off. About team. Telling people what they need to hear and what they want to hear.

Q: Do we need to ask questions to other emails?

A: Shouldn’t matter, but suggests that we ask for now. Don’t focus on it for now. Create partnerships that we can rely on. Focus on finishing business plans.

Brook question Q: What company / companies should we look at for donations?

A: James says he can help out with that. View challenges along with benefits. Look at internships. Meeting after that. For backburner; don’t want info overload. Start forming like professional endeavor.

Jalen’s questions: Q: Where do you put things

A: Put things where audience can understand. Leave everything as it is. Restructure when we know will be more effective. More user friendly to click around. Another thing we should wait on. Think about visual. Most responsible way to approach them, proper visual message, tabs become visual message.

Craft a different message for forms. Simplify the way to get in touch with these people. Put “carrot out” Most valuable thing is everyone else on the team. Ask them before asking other people. Constructive criticism. Encourage people to want to engage. Put prizes, more creative, put carrot at end of stick so they can bite with carrot. Start with other teammates.

Problem with forms: teammates aren’t promoting them. Do polls, interactive stuff. Facebook. We have Instagram, but not Facebook. Ask how to improve with responses. Craft new message. Best way to get students to sign up is getting some teachers on board. Class fill out surveys for people. PTA’s. Adult incentive. Put in some ad money.

Change our approach. Creative way of doing this. Calling teachers or other teachers Phone calls aren’t terrible.

Sharing passions and other passions. Articulate how DOTTO helps.

Inspirational leaders.