

Hello Team,

We had a great meeting today for our first round of win negotiations. I will mention some brief bullets below:

- We followed a formulated process with the assistance of Nupul. The steps were:
  - a. Review Program Model (so what? to identify final value propositions)
  - b. Define SnapValet's vision
  - c. Identify client goals for SnapValet
  - d. Using Program Model, formulate a set of minimum marketable features (MMPs)
  - e. Align these MMPs with goals to see if actual preferences align with envisioned goals
  - f. From MMPs identify user stories and system specifications
- The team was commended for our thorough program model and our degrees of preparation and organization
- We have many assumptions that will need to be validated with market research.

We encountered our first instance of potential scope creep regarding the possible need for a web application and/or administrative console. This will become more defined in the next round of win negotiations. We also revisited the parts of the idealized SnapValet process model involving uncertainties in the ticketing mechanism. Again, this will be discussed further in 2nd round win negotiations.

Tomorrow's Meeting agenda

- Select prototype(s)
- Review updating website
- Discuss VCP
- Review using Bugzilla

#### **Announcements / Action Items**

- **Register for GitHub and comment your username on the Bugzilla ticket ( due 9/25 - whole team)**
- **Valuation Commitment Package (due 9/29 Sai, Brian, Abhi, Xiaoting)**
- **Prototype Presentation (due 10/02 Brian, whole team)**

**2nd round win negotiations next week**

**Mona added this response to the meeting notes discussion:**

Hi Team!

I have updated the ranking of benefits on Winbook. Here is a screen shot of the new list.

What I realized after our meeting is that the functionality of the mobile app for the valet operators is extremely important. The app actually has to accomplish a greater number of tasks for the valets than it does for the end user.

There are a lot of different things to consider for the valet operator side of the application. I am coming up with a list of win conditions from the valet operator perspective and will add asap. As always, please provide any feedback or thoughts you may have - it is incredibly helpful to me. Thank you!

-Mona

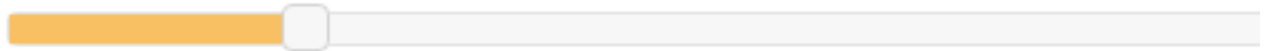
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**Increase revenue/profits (40)**



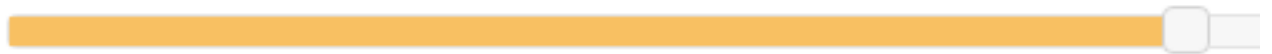
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**Enable direct advertising (20)**



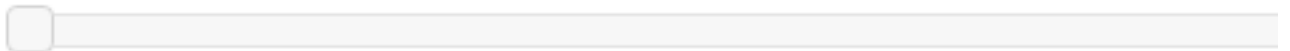
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**Better transaction management for valet companies (80)**



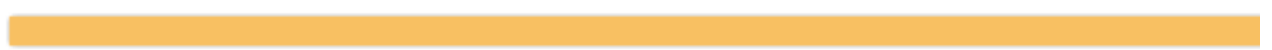
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**Expand potential customer base for valet (0)**



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**Improve valet experience for customer (100)**



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**Speed up valet process (60)**

