Date: 04/05/2025

Time: 03:00 PM - 04:00 PM

Attendees:

• Tom Miller (CFO)

• John Doe (CEO)

• Sarah Lee (CMO)

• Laura Turner (Product Manager)

Transcript:

[00:00:00] Tom Miller (CFO):

Good afternoon, everyone. I’d like to take this time to review the financials as we move closer to the product launch. I’ve compiled the latest figures, and I think it’s crucial we align on the budget for the next quarter.

[00:01:15] John Doe (CEO):

"Thanks, Tom. Can you give us an overview of where we stand financially, especially in terms of our marketing and product development budgets?"

[00:01:40] Tom Miller (CFO):

"Sure. The marketing budget for Q2 is set at $200,000, which is up from the previous quarter. We’ve allocated additional funds to digital ads and influencer partnerships. For product development, we’ve spent about 75% of the allocated budget, with the remaining funds earmarked for infrastructure scaling as we get closer to launch."

[00:02:50] Sarah Lee (CMO):

"I’m happy to report that the marketing spend is right on track, and the influencer campaign is performing well. We’ve received excellent engagement across social media channels, which will be helpful leading into the launch."

[00:03:30] John Doe (CEO):

"That’s excellent news, Sarah. Tom, any concerns about the product development spend?"

[00:03:50] Tom Miller (CFO):

"Nothing major, but we do have to keep an eye on the infrastructure scaling costs. The team is planning to upgrade server capacity, and that could slightly exceed the budget by 10%. I’d recommend we discuss reallocating funds from the contingency reserve to cover this."

[00:04:40] Laura Turner (Product Manager):

"We’ve estimated the upgrade costs at $50,000. It’s important to have the extra capacity in place for the launch, especially considering the expected traffic. I think it’s worth the additional investment."

[00:05:20] John Doe (CEO):

Agreed. Let’s move forward with reallocating the funds from the contingency reserve. We need to ensure everything is scaled appropriately for a smooth launch."

[00:06:00] Tom Miller (CFO):

"I’ll adjust the budget accordingly and keep everyone updated on the final numbers."

[00:06:30] John Doe (CEO):

"Perfect. Thanks, everyone, for your time. We’re looking good for a successful Q2."