**Roles**

Although our group has contributed in all aspects some people have stepped up in certain roles more than others so we have designated rolls for each individual. The roles we have chosen we believe are essential in founding a good tech startup these roles are Chief Executive Officer (CEO), Chief Marketing Officer (CMO), Developer, Operations Manager, UI Designer and Chief Technical Officer(CTO).

**Chief Executive Officer**

Chief Executive Officer this is a role that everyone in our group could fit under as we were all part of the major decisions of our team. We have given this role to Don as he has been assigned chair of our team and has had the most responsibility in decision making due to him being the chair. Don also has experience in the IT sector so he is a good fit to chair and lead our team in the ceo position. The CEO’s main roles will be setting up our direction and strategy, implementing our goals and plans.

**Chief Marketing Officer**

James parker has been assigned the role of chief marketing officer, we have elected James into this position due to his marketing background. Before working at team J James was working at a Fitness company and he specialized in marketing. The key roles of a CMO are User acquisition, focusing on brand identity, marketing and research and analytics.

**Chief technical officer**

Jonathan Hazel has been assigned the role of chief technical officer this is a role that we have all contributed to as we have all worked on the early stages of developing the product and deciding which tools and programs we will develop the program on. We have chosen to assign Jonathon hazel to this role this is due to his experience in the IT field with over 25 years of experience as a linux/unix sys admin working at large companies like IBM, Texas instruments and AT&T he is well suited for the role of chief technical officer. The main roles of a CTO are developing product infrastructure, focusing on how the backend team can increase revenue and making sure we hit technical deadlines.

**Operations Manager**

This is a role that has been shared equally throughout the group, we have all contributed as there hasn’t been one person who stood out to take this roll. The key roles of the operations manager to create the structure and processes of the team, Reviewing logistics and HR and making sure that everything flows smoothly.

**Developer**

James eland and Jordan Uhe have been assigned the rolls of developer this is due to their focus on the website part of the project. The key roles for James and Jordan will be to Code and design the software, maintaining and implementing new ideas as well as coming up with ideas and improvements and maintaining the website.

**UI Designer**

This is another role that has been worked on by all members of the group however we have assigned Stefan as head of this role this is due to everyone having different creative styles and design philosophies so we believed that it was better if we all contributed but one person who is Stefan will make the final design choices as to not cause arguments and push us further away from achieving our goals. The key roles of the UI Designer are to present drafts and sketches to the other team members, create the flow of the program, create design ideas and create a user interface that aligns with the user requirements of the program.