

Action Plan WW21 – Jmr Engr

(5/16-5/22)

Identity & Goal Philosophy

- Tech Startups hold quietness and restraint as a key asset. **Time for Stealth Mode!!**
- Be a sponge with no more spigot. You hold an air of mystery, it is an asset
- Regain your assertiveness, your confidence. Resume your nature of situational control, by audience assumption
- Undersell, under-promise and over-deliver with no assumptions attached
- Know what you're going into this for, and maintain a clear perspective of this as it will likely get lost quickly when in motion

Engineering

- **[Alpha]** Business Plans
Learn and digest. Be prepared to discuss as a team, and have a clear picture of the Engr component you'll request
- ~~Learn on vesting schedules, specifically what they are, how they work and the implications of decisions here~~

- Weekly meeting with Terry
- Weekly meeting with James
 - Justin sets, defines and maintains. Ensure these maintain strong, consistent isolation
 - Take strong, detailed notes with storage

Market

- Read, Study and Learn from Startup Book

IP

- **[Alpha]** Direction – Develop, formulate and align as a team. A central goal at this time
- Have all articles online referencing or documenting Justin's accident or injury removed, stating work image degradation
 - *This presents risk and distraction for us*
 - Create a map with costs, timeline & impact from Brandefined/ReputationDefender
 - Discuss, map & plan with team
- Get Second Student Loan Deferred

Team

- **[Beta]** MCU Ramp (30 timed minutes per day, research and ramp on all active commercial CPUs, being able at end to quickly select the correct one for a given task!
 - MCU encryption, peripherals and JTAG. Do a full research here, logged and stored!
- **[Beta]** Pump Research (30 timed minutes per day, dir/ on Desktop for all work and learnings)
- Embedded Linux Platform (BeagleBone)
 - Up & Running
 - Using Ethernet for communications
 - Using USB for data
 - Sensing Examples
 - (m) Touchscreen example

Engineering

- Get Virtualbox running and working on Engineering-PC
- Watch the movie *Joy*, per request from Terry. Writeup a personal analysis of how she had all of the tooling and ideas for success, yet how she was then scammed from all of it. Deliver to Terry and Faisal independently for review

Time Goals & Rules

1. 99% / 1%
2. You will own IP though, and spend sufficient time on it to be prepared to own it

Queued

- Close on Dropbox naming issue. Each shared member is verbally confirmed to have removed files
 - We will wait here until the day the two weeks' notice is given, to avoid signaling intent and action
- Understand & document how to delineate product (HW & SW) that cannot be duplicated. Trade Secrets? Design? Etc... The central question – what is a strategy here?
 - *Goal – Wake each morning and reflect on 'have I mastered IP yet? Can I teach it to others?'*
 - Seed your own research here. Books, articles etc. Dive in, get your feet wet!
- Read, Study and Learn from Economist IP Book
- Learn, review and store what a patent-picket fence is
- Smart Pump / PLC Response Document (1-page PDF)
 - *what to say to the customer who says they have PLC's and don't need a smart pump*
 - houses a side-by-side comparison of MCU/Embedded and PLC pump solution (detailed, thorough resp)
 - target audience is business, no engineering bias or requirements

[Alpha] A primary current task
[1/21] Standard – Due Date
[1/21₇] Target –Target Date
[1/21₆] Goal – Communicated Date

Side Tasks

- Bing's ATTINY85 USB board is brought up to speed and an example demo completed. Share with him too ☺
- Ultrasound pair is operational and ready for later use (Maxbotix HRLV)
- Research and document smart materials

Opportunities (Fun)

- Meetup with Kofi at Justin's apartment to get a demo of Kofi's eye tracking demo system with [Tobbi](#)

Backburner

- Venture Capital review with Marc Alexander (Terry strong suggestion)

Post Transition

- Meet with Terry Hummel, owner of Cruise In Diner. Discuss heart pumps, embedded computing & medicine. Justin met, synced and expressed desire to meet post transition for dialog on 5/12. The experience here is amazing
 - Terry Hummel, hummel.tupward@ccecs.com 503-628-0500, cruiseincountry.com
- Meet with Tawny and Kofi to discuss VR, HoloLens
- Team meeting with Robb Sabolovic (TI)
- Discuss 'Intelligent Transportation Systems' with Ryan Brotman. He has experience here
- Meet Jason Harrigan's team and sync on work and opportunities

Justin Learning Points of Emphasis

- When with the user speak their language. Talk the language the user understands, defaults to and responds to most fluidly. Also stated – if they aren't an engineer don't bring up the nuts and bolts!
- There is a strong and important delineation between the concepts and intent of Leadership and of Management

Jmr-Justin AP

- **(soon)** Sync and meetup with Kevin Rhodes

- Eagle-Learning Board
 - *Give the team time in core Electrical Engineering! Build out a PCB-based MCU system which covers all core topics of Vioteq work – MCU(s), Sense, Store, Radio, USB & User Interface*
 - Assembly & Validation
 - MCU JTAG, ISP, SBW Operational
 - Op-Amp circuit functional & validated
 - LCD Operational with demo code
 - Sensor operational with readout to screen
 - RS-232 Operational with demo PC code
- Finger-embedded-ID research & store
 - Topics - Id, wallet, keys, Targets – embedded IC or worn (e.g. ring)
 - Store active, projected & market opportunities. Store to DB/tech/embedded ID/ dir.