Team Discussion: March 2018

Agenda

1. **Recap on how we’ve gotten to where we are now - with a solid direction informed by real research**
2. **What’s different about this time?**
3. **Our culture & what we want to see in future team members**
4. **Questions to be considered:**
   1. How long will we continue trying to improve and push this product?
      1. Need to iterate on the product - can we get information to be confident in a new iteration?
      2. LEARN and pivot (if necessary)
      3. Retention rate and number of downloads (what % increase from last year) + other metrics
         1. Metcalfe's law: the more users we have, the more exponential value we create
            1. We want to get to point where if you’re not on it, it feels like you’re missing out.
      4. 2 years isn’t that much time
      5. Pure tech companies should be breaking even by 5yrs
      6. Keep an eye on external trends and make sure we’re using this information
      7. We’re becoming experts over time
      8. Get an evaluation from trusted outside sources
      9. Do we WANT to be doing this? Would we regret moving on from this right now?
   2. What is our timeline for scaling?
      1. When we start to think we’re really successful
      2. We need to know what works before we just spread it around
         1. When we see the users that we have are engaging with us, we bring in/use resources to spread the word
         2. Be smart about the environments (campuses) we put ourselves in
         3. Prove product-market fit
   3. How are we feeling about being a consumer product?
      1. Follows our branding - we’re fun, not corporate
      2. Don’t have to be beholden to business’ claimed needs
      3. Hybrid approach is always best
      4. Customers vs. Clients -- merit to working for both
      5. Handshake started as consumer and went to schools after
      6. With B2B there are a lot more expectations in terms of resources to offer (customer service)
      7. Keep an eye on and a foot in the door at Universities
         1. They’re stable and we know what they want
         2. Would working with Administration make it easier or harder to work with students?
         3. We should go back to them a couple of times per year
         4. We can offer our data (they’re customers) without them being clients
      8. Partner with venues so we can move their tickets and help students? We want to work for the student
         1. Go from the top down - here’s what we offer, you don’t have any say but do you want to get access?
            1. Venues and Universities
   4. Should we redirect more resources toward working with university administrations?
      1. Let’s go know on their door a few times per year
   5. What trends are we noticing right now affecting tech/software and our future in this space?
      1. The stack we’re using is sustainable and popular - angular and react
      2. Not confident about hybrid but they seem to be heading in the right direction
      3. Cloud computing, AI (deep learning) getting more popular and more important
         1. **Hyperpersonalization**
      4. Blockchain? Cryptocurrency?
      5. **Managing privacy and data (encryption)**
      6. IPFS
      7. Facebook APIs and our reliance on other companies
      8. Subscription/cloud-based business models. Freemium models
      9. **Modularization** - plug and play
      10. AR/VR
      11. Video
   6. With respect to our line of work generally, what trends are we noticing right now affecting our current target market (college students, late high school, fresh young professional)?
      1. Facebook slightly less interesting to high schoolers, unsure whether they want/need FB in college
      2. Snapchat and Instagram
      3. Apps are offering their services in smaller, individual apps rather than doing everything in one (FB, eventbrite, buzzfeed)
      4. Sense of entitlement - things are free, they have a lot of opportunities
         1. They should get something for: downloading the app, sharing it with their friends, etc.
      5. People are definitely spending more time in front of their screen and less time being active.
         1. Is this a trend that’s going to keep going that we have to fight against or is there going to be a 180 degree reversal and is that helpful to us? Or something in between?
         2. **Goal-driven rewards**
            1. **I want to go out on Friday nights but I want to be home by 12:30am**
   7. When/if there’s any downtime for any of us (mostly frontend…) between now and July, what could we get a start on?
      1. What events can you go to when you don’t have classes/meeting
      2. Building a new iota game
      3. Event Eye
      4. Shopping list, import different stores, compare prices
      5. Building out a functional website
      6. Multimedia experience on the app
      7. Attendance, event reviews, general data on who’s going to events
         1. Using location more liberally overall?
   8. How are we/you feeling about DC these days?
      1. Jenn - in DC for another year but open to moving
         1. West Coast but not LA
      2. Laila - open as long as it’s not humid
         1. Colorado, Amsterdam
      3. Becca - DC for a little longer, not DC or Boston
      4. Kazem - California
      5. Kai - NYC/Boston
         1. Most likely to move away from DC soon
      6. Arpit - Arpit is entirely open
      7. Robin - Colorado, DC. Not really NYC or LA
         1. Seattle, Portland, San Diego, Boston :)
      8. Joe - Ok in DC for another year or so. Maybe Seattle, Boston, NYC
   9. (Any additional questions?)

Let’s go :)