**Priorities Meeting Friday, August, 31st**

**Agenda**

1. Products
2. Goals
3. Timelines & Deliverables

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**Products**

1. **App**
   1. *Who’s Working on This*
      1. Jenn, Becca, Arpit, Kazem, Robin
   2. *Current Status*
      1. Version 3.0.1 is in the App Store and Google Play Store
   3. *Plugins & External APIs*
      1. Facebook
      2. Unsplash
      3. Group Chat
      4. Pebbles
      5. Email
      6. Push Notifications
      7. Crawlers
      8. Matching Algorithm
   4. *Future Features*
      1. Discuss “Suggestions” card in Trello
2. **Event Website**
   1. *Who’s Working on This*
      1. Used to be: Jenn ; Now: Robin
   2. Current Status
   3. Plugins & External APIs
   4. Future Features
      1. Being able to set alerts for specific artists/events coming to the city
3. **Group Dashboard**
   1. *Who’s Working on This*
      1. Robin
   2. Current Status
   3. Plugins & External APIs
   4. Future Features
      1. Social media sync
      2. Scheduling emails/announcements to go out in advance
4. **Marketing Website**
   1. *Who’s Working on This*
      1. Laila
   2. *Current Status*
      1. Needs to be redesigned/built out for current app
   3. *Future Features*
      1. Compatibility with event website/group admin dashboard
5. **Analytics Dashboard**
   1. *Who’s Working on This*
      1. Arpit, Becca
   2. Current Status
   3. Plugins & External APIs
   4. Future Features
6. **Database**
   1. *Who’s Working on This*
      1. Arpit
   2. Current Status
      1. Last time data was updated/cleaned:

**Goals**

1. **App**
   1. Downloads: 10% of student body active in at least one student group
      1. GW: 1,000
      2. Cornell:1,218
      3. AU: 687
   2. Claimed Group: 10% of student organizations
      1. GW: 48
      2. Cornell:100
      3. AU: 15
   3. Retention:
2. **Event Website**
3. **Group Dashboard**
4. **Marketing Website**
5. **Analytics Dashboard**

**Timelines & Deliverables**

1. **App**
   1. Next push
   2. This Month
   3. This Semester
   4. This Year
2. **Event Website**
   1. This Month
   2. This Semester
   3. This Year
3. **Group Dashboard**
   1. This Month
   2. This Semester
   3. This Year
4. **Marketing Website**
   1. This Month
   2. This Semester
   3. This Year
5. **Analytics Dashboard**
   1. This Month
   2. This Semester
   3. This Year

**Longer-Term Questions/Comments**

1. **Goals**
   1. If these goals are reached, how do we plan to make each product profitable? (What are the available business models, what is timeline to actually become profitable with each plan, how do we intend to test the viability of each plan, what profit do we need to make to sustain operations and scale, how difficult is it to scale each product)
2. **Lists**
   1. We should also put together a list of university departments/contacts