Our Mission

Having experienced dozens of meetings either for studies, work or other organizations, we feel like there was a consistent pattern in nearly all one of them: they take longer than they would have to and people forget key information, agreements or ideas after just a few days. This issue becomes increasingly annoying when meetings are part of your daily routine.

Our mission is to create a platform for group work to be organized, productive and successful before, during, and after the meeting. Our ultimate goal is to condense meeting time as much as possible without forcing you to spend all of your saved time on setting up the meeting in our app.

Step by Step Functionalities of the Application

Step 1: Creating a Meeting

Consumers will be assigned an account based of their phone number or email address. Similar to GroupMe or Slack, Users can then proceed to create workspaces or groups, each of which are dedicated to another topic, group of people or institution. These groups can be understood as the highest layer of the design and act as a collecting point for every meeting that is related to this specific topic. For that matter, meetings are the middle layer. Groups are managed by at least one host who grants edit/add/delete properties to any other user of the group. A server to store account information and group information will be created to hold all of the data both user and group. This step is only going to be mandatory for any person who wants to contribute to setting up the meeting. Any other participant can skip straight to Step 5, which makes groups a more private space than meetings.

Step 2: Finding a Meeting Time

After a group is created, using basic calendars groups can enter in a time and day for when to meet. In order to streamline the availability process, users can import their own calendars or enter calendar information for themselves so that the application can suggest times that each group member is free. Users will, of course, be able to input restrictions as to the timings of when to meet (Ex. No Meetings after 2 AM). This functionality is just for convenience and aggregating functionalities.

Step 3: Setting up the Meeting Agenda

This is where we introduce a novelty to meeting applications: Users will be able to select from a pool of prebuilt guidelines and templates, depending on the meetings purpose and expected results (e.g. brainstorming, making a business decision, project management, weekly update …). They then delete certain aspects of the template or add whatever they need to end with their very own structure. Step 3 also includes setting time lengths for each part of the agenda, which can be adjusted throughout Step 4 and 5. These individual agendas can also be saved and used again. In later versions of the app, users can publically share their templates as a way of continuously enriching the pool through crowdsourcing. For businesses seeking more premium templates, GroupThink could work with corporations to provide business specific templates that businesses can trademark for themselves. Following our precedent logic, a single point of agenda acts as the lowest level of design.

Step 4: Uploading Files

With the group created and the meeting set up, charts, files, graphics, polls and notes can be added to each level of design, thereby determining who is able to see them and what they are relevant for.

Available cloud memory for uploads will be limited by default, giving us the opportunity to monetize the app through renting out extra memory.

Step 5: The Meeting

Say you have a meeting with clients who do not know about the app. You can go through Steps 1-4 on your own and simply email them an invitation link to their phone before the meeting starts. They then download the app and enter the meeting code provided in the email. This grants them access to **view** everything you uploaded without setting up an own account. As of now we are not sure whether a personal account is going to be necessary to **edit** the meeting in real-time. During the meeting, GroupThink will offer numerous real-time features to improve productivity: a timer that tells groups when to move onto the next topic; a notepad for all members to update in real-time like on Google Docs that can be used to capture major take-aways from a discussion; a real-time liking and disliking feature with polls or discussions where attendees will see who likes or dislikes ideas presented and/or arrive at a majority decision without wasting time listening to many viewpoint and many more if we can think of them.

Step 6: Reviewing the Results

Everything that has been publically written or uploaded to the meeting will stay available for a certain amount of time, so that members can review any kind of information they might need. Again this implies an opportunity to monetize the app by adjusting the time frame depending on the costumer's reservation price. There will be a "Take-away" section on the lowest design level added to each meeting, which ideally consist of the notepad notes made during the meeting. If members prefer to elaborate on these take-aways or simply don't want to bother with it during the meeting, they can also add this section afterwards. To facilitate the management of documents, everything will be saved in the level that it has been uploaded to. If users want to reuse certain documents, they can be found in an independent "Documents" section that is structured exactly like the users groups/meetings/agenda structure.

What makes GroupThink unique?

GroupThink carries with it two sources of uniqueness and novelty. First and foremost, GroupThink provides a product with functionality usually marketed as separate products. Including calendar functionality, time management, and group responses are all examples of functionality that exist as their own product but we. believe can generate positive synergies when grouped together. The second aspect of GroupThink's novelty would be the guided meeting specific templates. Groups often don't know where to start, therefore by providing templates, groups can get to work and plan the meeting right away. Users will also be able to create their own personalized templates and businesses may create their own templates for meetings/presentations that they may trademark for themselves.