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| eduwaize | | | MINUTES OF MEETING | | Revision: 0 |
| Online : Google Meet | Date of Meeting  21/04/2025 | Date of this report  24/04/2025 |
| Subject: | | | | | Minuted by:  Fru Adey |
| **Eduwaize Business Consulting Report** | | | | |
| **Attendees**: | | Ayeah Seb Avisa Mba – Business Consultant  Forbutu Valentine – CEO Co – founder  Fru Adey - Managing Partner – Co-founder | | | |
| **Distribution**: Attendees | | | | | |
| **OBJECTIVES** | | | | | |
| The objectives of the meeting were to:   * Presentation of Edwaize - School Information Management System Tool * Discussion on Business Strategy * Pricing Model * Marketing Strategy | | | | | |
|  | **MEETING CONTENT**  *comments in italic* | | | | |
| **1.** | **Meeting Summary:**   1. **Presentation of the Company:**    * **Presenter: Mr. Valentine Forbutu**    * **Key Points:**      + **Introduction to Logintech Technologies, its scope, and reason for existence.**      + **Overview of activities and achievements since the company's inception** | | | | |
|  | **Presentation of the Company:**   * **Presenter:** Mr. Valentine Forbutu * **Key Points:**   + Detailed presentation of Edwaize, its functionalities, and development status.   + Sharing of photos showcasing preliminary work carried out in schools. | | | | |
| **2.** | **Business Strategy:**   * + **Discussion Lead: Mr. Avisa Ayeah**   + **Key Points:**     - **Inquiry into the current status and functioning of Edwaize.**     - **Identification of barriers to entry, particularly internal resistance from schools.**     - **Reformulation of the problem statement to focus on direct contact with school proprietors.**     - **Emphasis on crafting targeted messages for school owners and administration.**     - **Proposal to run two independent campaigns: one targeting school owners and another targeting school administration.** | | | | |
| **3.** | **Pricing Model:**   * + **Discussion Lead: Mr. Avisa Ayeah**   + **Key Points:**     - **Formulation of two scenarios for pricing:**       1. **Single tag price for core functionality with potential for increased pricing under more complex modules.**       2. **Strategy for advertising and selling the software to aspiring entrepreneurs from the diaspora looking to establish schools in Cameroon.** | | | | |
| **4.** | **Marketing Strategy:**   * + **Discussion Lead: Mr. Avisa Ayeah**   + **Key Points:**     - **Development of a comprehensive marketing strategy to be deployed in the upcoming months.**     - **Preparation for the software deployment to schools by September 2026.**     - **Avisa to build on experiences acquired from field work carried out during first project phase** | | | | |
| **5.** | **Action Items:**   * **Mr. Valentine Forbutu: Continue refining the presentation and gather more data on preliminary work, work on pricing model** * **Mr. Fru Akossom Adey McVincent: Assist in the formulation of targeted messages for campaign, work on pricing model** * **Mr. Avisa Ayeah: Develop detailed pricing scenarios and marketing strategies and business model.** * **Mr. Valentine Forbutu: Create shared drive and grant access to Avisa to enable collaborative work** | | | | |
| **6.** | **Conclusion** | | | | |

Next Meeting: