Q4 Product Strategy Sync - October 10, 2025

Attendees: Varun (PM), Sarah (Tech Lead), Josh (Data Science), Aisha (Design), Leo (Marketing)

Agenda:

1. Review Q3 metrics and identify gaps.

2. Finalize roadmap for Q4.

3. Discuss AI-powered meeting assistant MVP timeline.

Notes:

- Q3 churn rate increased to 7.2% (up from 5.9% last quarter). Main cause: users dropped off after onboarding.

- Josh analyzed customer behavior using Cohort Analysis. Key finding: users who set up integrations within the first 24 hours retained 2✕ longer.

- Action item: Engineering to improve integration flow (deadline: Oct 25).

- Aisha will redesign the onboarding flow (first prototype due Oct 20).

- Leo to prepare new email campaigns targeting inactive users.

- MVP for AI Meeting Assistant to launch internal beta by Nov 15, public beta by Dec 5.

- MVP includes: real-time meeting transcription, summarization using GPT-4o-mini, and Q&A; over meeting history.

- Sarah mentioned latency issues in speech-to-text module. Optimization needed before scaling.

- Decisions: Prioritize AI Meeting Assistant over Dashboard revamp.