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## Minutes of Meeting: Kebulan Grid Executive Partners

**Date:** Last Wednesday, June 19, 2025 **Time:** 7:00 PM BST **Location:** Zoom Meeting **Attendees:** All Executive Partners of Kebulan Grid

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### 1. Review of Previous Action Items

The meeting began with a quick review of action items from the previous meeting (June 12, 2025).

- **Derek & Iti (Branding Team):** Confirmed the final approved brand guidelines document and asset library were prepared and circulated as per the previous action item. This marks the successful completion of the initial corporate branding phase.

### 2. Discussion: Kebulan Grid Corporate Website Research

The primary agenda item for this meeting was a detailed discussion regarding the research work required for the Kebulan Grid corporate website.

- **Strategic Importance:** Executive Partners reiterated the critical role of a robust corporate website in establishing Kebulan Grid's authority, showcasing its vision, mission, team expertise, and projects ") to key audiences like investors, partners, and potential talent.
- **Research Focus:** The discussion centered on the specific areas of research needed to inform the website's development, including:
  - Identifying core content pillars that best represent Kebulan Grid's value proposition.
  - Understanding the informational needs and expectations of our target corporate audience.
  - Preliminary assessment of technical requirements for the website.
- **Initial Research Assignment:** To kickstart this crucial phase, **Iti** was specifically tasked with developing a questionnaire for data collection. This questionnaire will be used to gather input from Executive Partners and other relevant stakeholders to inform the website's content, structure, and user experience.

### 3. Encouragement for Social Media Engagement

Recognizing the importance of digital presence and brand amplification, the Executive Partners were encouraged to actively engage with Kebulan Grid's social media handles.

- **Call to Action:** All Executive Partners were reminded of the importance of leveraging their personal networks and professional profiles to share Kebulan Grid's content, news, and updates.
- **Purpose:** This consistent engagement aims to amplify Kebulan Grid's reach, build awareness for its mission and projects, and strengthen its collective brand identity across various online platforms. Specific emphasis was placed on LinkedIn, Instagram, and Twitter/X as key channels.

### 4. Next Steps

- The branding assets are now finalized, allowing for their immediate application across all company collateral and the upcoming website development.
- The research for the corporate website is now formally underway with the questionnaire development.

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#### Action Items Summary:

- **Iti:** Develop the questionnaire for data collection regarding the Kebulan Grid corporate website research by [Specific Date 25<sup>th</sup> June 2025].
- **All Executive Partners:** Actively engage with Kebulan Grid's social media handles (share company updates, like, comment, and contribute relevant posts) starting immediately and ongoing.

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#### Next Meeting:

**Date:** [Wednesday, July 2, 2025] **Time:** 7:00 **Purpose:** To review the website research questionnaire, gather initial feedback, and discuss next steps for website development