



MICRO 2019-04

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APPLICANT FEEDBACK		APPLICATION STAGE	View C
It's great that you have thought of a solution to help solve some of the issues you've seen in your own life and groups you're a member of. However, I'm unclear the exact problem you're trying to solve. I encourage you to go in person to speak with the leadership of these groups to drill down the issues they face so you can be more specific. I also think you might be a good fit for NC IDEA LABS to help you through the customer discovery process.		Application	View
Redcoat's goal, as I understand it, is to provide a platform for group decision making and management through a mobile app. This is a product with a potentially large audience and large competitors. You make the argument that large competitors -- like LinkedIn and Meetup and SurveyMonkey -- provide only pieces of a solution rather than the integrated app that organizations like the Data Scientista Society need. On the one hand, I find this to be a compelling need in the sense that available communication tools are almost always imperfectly suited to the specific needs of specific groups. But I think the fragmentation of group management tools is a product of the difficulty of creating a one-size-fits-all solution. It seems to me that each feature you mention -- attendance keeping, newsletter management, and consensus-building -- would be a complex software challenge by itself, especially in the context of a mobile application. I think the explanation of your proposed solution would benefit from the use of more concrete feature examples. Your proposal would benefit from specifically describing, for example, how the feature set differs from MeetUp. My other main concern is that there is no realistic estimate of the cost or time required to build a complex software platform like the one you are proposing. Software development, especially outsourced to a company like Thoughtbot, would be very, very expensive. Finally -- and this is a minor point -- I think future applications would benefit from a bit more careful proofreading and editing.		Application	View
From your position as someone who is actively engaged in helping manage groups, I think you have a keen sense of some of the problems that need to be solved. I hope you continue to develop your outline of a solution.			