

## Meeting Minutes

### Meeting: Q3 Budget Planning & Allocation

Date: June 20, 2024

Attendees: Sarah Jones (CEO), Mark Chen (CFO), David Smith (Head of Sales), Maria Lopez (Head of Marketing), Dr. Anna Schmidt (Head of R&D)

#### 1. Purpose of Meeting

To conduct a thorough review of the H1 2024 budget performance, analyze departmental burn rates, and finalize the budget allocations for Q3 2024. A specific and critical focus was on funding the final push for the "VisionAI" product launch and the associated global marketing campaign, ensuring all departments are aligned and resourced for a successful H2.

#### 2. Key Discussion Points & Departmental Proposals

##### H1 2024 Budget Performance Review (Mark Chen):

Mark presented a detailed summary, highlighting that the company is 7% under the total projected budget for H1. This was primarily due to two factors: significantly lower-than-expected travel and entertainment costs as teams adopted virtual meeting tools more permanently, and the highly efficient S&M spend in Q2 which delivered more results for less money.

This responsible spending has created a surplus of approximately \$350,000 that can be strategically reallocated to high-impact H2 initiatives.

##### Q3 R&D Budget Proposal (Dr. Anna Schmidt):

Anna presented a compelling case for an additional \$400,000 for Q3. The breakdown included: \$200,000 for final-stage, intensive security and penetration testing; \$150,000 for developer overtime and temporary contractor support to meet the late August launch deadline; and \$50,000 for cloud computing costs associated with load testing.

She emphasized that any delay or corner-cutting on security testing would jeopardize not only the Q3 launch date but also the company's reputation for reliability. She stated, "A secure and stable launch is non-negotiable for a product handling sensitive enterprise data."

#### Q3 Marketing Launch Campaign Proposal (Maria Lopez):

Maria presented a comprehensive, multi-channel launch plan requiring a total budget of \$600,000. The plan included: \$300,000 for a global digital advertising blitz; \$150,000 for a high-production virtual launch event; \$100,000 for PR and analyst relations; and \$50,000 for launch-related content creation.

She supported her request with a projected Q4 ROI of 3.5x, based on the anticipated demand generated from the Q2 teaser campaign and the current market buzz. She argued that under-investing in the launch would be a catastrophic missed opportunity.

#### Sales Department Requirements (David Smith):

David requested a 10% increase in the sales team's training and enablement budget, amounting to an additional \$50,000. This would fund the creation of new "VisionAI" sales playbooks, a two-day intensive training bootcamp for the entire global sales team, and the development of a new demo environment tailored for the AI module.

### 3. Decisions Made and Final Allocations

After robust discussion and analysis of ROI projections and strategic risks, the following decisions were made:

**R&D Allocation:** The requested \$400,000 for the "VisionAI" final push was approved unanimously. The CEO stressed that this investment is critical to the company's strategic goal of achieving market leadership in AI-enabled analytics. Anna confirmed the launch remains on track for August 28th.

Marketing Allocation: After negotiation, the marketing launch budget was approved at \$550,000. Maria agreed to reduce the scope of the virtual launch event by eliminating some high-cost elements (e.g., a physical gift box for all attendees) in favor of a more digitally-focused experience, thereby saving \$50,000 without compromising the core impact of the campaign.

Sales Allocation: The \$50,000 training budget increase was approved. The CFO noted that equipping the sales force to effectively sell the new product is a force multiplier for the entire marketing investment.

Surplus Allocation: The remaining \$50,000 from the H1 surplus will be placed in a managed contingency fund to be used for unforeseen opportunities or challenges arising from the "VisionAI" launch, with releases requiring joint approval from the CEO and CFO.

#### 4. Action Items & Deadlines

Owner: Dr. Anna Schmidt: Finalize the detailed "VisionAI" development and testing timeline and share it with the leadership team by June 27.

Owner: Maria Lopez: Submit a revised marketing launch plan reflecting the \$550,000 budget, with a clear reallocation of funds, by June 27.

Owner: David Smith: Provide the R&D and Marketing teams with a list of key sales objections and required demo capabilities for the "VisionAI" training bootcamp by June 25.

Owner: Mark Chen: Issue the updated official Q3 2024 budget document, incorporating all approved allocations, by July 1.