

Professional Issues - Group G

Minutes from meeting held on the 14th of February

Present:

- Zhuli Peng
- Frank Qian
- Christian Leonard Quale
- Paul-Johan Seim
- Song Xuesong
- Richard Smith

Actions in **bold**.

The meeting was set at 15:09

Name of our company

A variety of names have been suggested on Facebook. Ideas include:

- CoHiSp (Communication High Speed)
- VisLiCo (Visible Light Communication)
- Tradatli (Transmission Data Through Light)
- Light Speed Comm
- LITRA (Light Transmission)
- VILITRA (Visible Light Transmission)
- VisLi (Visible Light)
- VisLiCorp (Visible Light Corporation)

We will continue discussing names, and hopefully settle on something final by next week.

Business Model

Since last week we have put some more thought into the business-model. A good place to start is to get some actual numbers into a costing-model. This will allow us to make a budget, and we could then modify individual elements of the budget based on the numbers we see. We also need to make sure we consider all costs. A preliminary list of what we have to remember to budget for, in no particular order:

- Licence/royalties to the inventor(s)

- Developers to develop/maintain/test the product
- Support staff to provide support for the technology
- Office-space
- Installation of LEDs
- Patenting costs

We will have to research the costs associated with each of these points, and set them up in a spreadsheet. **Christian will set up a public Google Spreadsheet ASAP that we can start editing.**

We will also have to start thinking about long-term scenarios. How will investors make their money back? Will we go public, sell the company, or just rely on making a lot of money?

In general, the main responsibility for the Business Model part of the project will still lie with **Christian, Paul and Zhuli.**

Market Research

We will have to make some informed and justifiable decisions on where we want to deploy VLC in our trail-stage. Even though LEDs are cheap, the costs add up when they have to be deployed on a large scale. We therefore need more information about where it might be useful to have VLC. There are a lot of options, but whatever we go for, we need to make sure we can back up our choices with data.

How many people visit starbucks, and other popular chains. How much time to people spend browsing the internet in them? Are there other places in which people spend a lot of time which might be suitable for VLC? Would subway stations benefit from VLC? How much time do people spend waiting in places where they can't get a mobile-signal, or otherwise connect to anything?

Also, when people do use their mobile devices, how much of the data-usage could realistically be replaced by Visible Light Communication? How much of the traffic consumed is streaming audio, video, or other things that could be downloaded over VLC instead of over WiFi?

Frank, Song and Richard will have the general responsibility for the market research.

A new meeting was agreed upon for the same time next week; **Tuesday the 21st of February at 15:00 in the Crush Hall.**

The meeting was adjourned at 15:35.

Minutes: Christian