

Professional Issues - Group G

Minutes from meeting held on the 7th of February

Present:

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

Actions in **bold**.

The meeting was set at 15:04

General

It is asked what we need for the presentation and whether we need to show off and demonstrate the actual technology. We agree that we won't, as that would be rather hard to do, but we could show a video of Harald Haas demonstrating it.

Business Model

We need to develop a concrete Business Model for our project. There are two main options; We could create a device which uses VLC, or we could develop the IP and take a fee for manufacturers wanting to use the technology. We could also do something in between the two.

Everyone prefers the idea of developing and selling the IP over the alternative. It would be easier to make assumptions and prospects for what is essentially the sale of code, and keeping it simple in general is probably a good thing.

We could start out by developing the IP, then go into a partnership with a device-manufacturer (perhaps HTC) that could use our technology. In return for a heavily discounted rate, they would make all their future devices VLC-compatible. VLC is probably compatible with the lenses that are already installed in mobile devices, so the cost of inclusion for HTC would probably be relatively small. We would need to give HTC an incentive to do this, and give people a way to actually use their VLC-compatible devices. To solve this we could enter into partnerships with chains like Starbucks or McDonald's and have them install, or install VLC-compatible lights for them. Customers could then use their VLC-compatible devices to access streaming television, music, or other data these chains might want to provide. While VLC can theoretically be used for two-way communication, it is more viable and realistic to focus on one-way

communication for now. Hence, in the starting phases we will assume the device can only receive data using VLC, not send it.

Another partnership we might want to enter into is with one or more airlines, that could make in-flight entertainment over VLC available to their passengers.

We also need to make sure we remember to set money aside to pay the inventors of the technology.

There are a lot of visions for the future related to VLC, and these could be mentioned in the presentation and in the report. However, to start with we think it might be a good idea to focus on what could be achievable in the next two years, and then present the extended uses (traffic-management, universal wifi, etc) as potential markets for the future.

Task Allocation

We need to start allocating tasks. The work seems to split nicely into three main sections.

Researching the market

This involves comparing our technology with other options currently available, research potential markets for the technology, and gauge how viable these markets are. We need concrete numbers on topics like how many new mobile devices are bought each year, what people spend on mobile devices and what people currently use related technologies, like wifi, for. Do people use wifi to stream television a lot? Do they listen to music? The radio? **Song and Frank will work as much as possible on this, and post their findings to the Facebook-group by the end of Saturday.**

A more detailed business-plan

Following on from the market-research we need to make a detailed business-plan. This needs to include specific numbers on how much we plan to spend and earn during the next two years. Essentially, this should be a balanced budget with as much detail as possible. Research will need to be done on the cost of development, deployment, partnerships, etc. This research will be carried out based on the market-research. We also need to outline future plans, whether they are stock-options, dividends, selling out, or other ways of investors getting money back on their investments. **Christian, Paul and Zhuli will start working on this once the market-research has progressed.**

Selling Points and Marketing

We need to figure out how we will sell and market our technology. We need to identify potential competing technologies, potential industrial rivals, and

marketing-challenges we will have to overcome to convince people that our technology is the greatest thing ever. We won't start working on this yet, as we have no immediate need for it.

Richard should look at the above tasks, and decide what he wants to do. He should then join up with one of the teams to work on either market-research, or business-plan

A new meeting was agreed upon for the same time next week; **Tuesday the 14th of February at 15:00 in the Crush Hall.**

The meeting was adjourned at 15:29.

Minutes: Christian