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|  | Jeebs Meeting Minutes |

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| **Meeting Details** |

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| **DATE:** | 1/10/19 | | **TIME:** | 7.30PM-9.30PM | **LOCATION:** | Cafe Bikini |
| **TYPE OF MEETING** | | Advisory Meeting | | | | |
| **CHAIR** | | Rohan | | | | |
| **NOTE TAKER** | | Michael | | | | |
| **PERSONS PRESENT** | | Rohan, Michael, Katzy, Nick, Brad | | | | |

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| **Meeting Agenda Items** |

[Pitch Deck](#_6vogwjklp45s)

[General Advice](#_w9cwyxnxyw71)

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| **Meeting Outcomes** |

## Pitch Deck

* Make different slide decks tailored at each of our three different customers (i.e. students, employers and universities)
* Don’t jump around from big picture strategy to finer details and then back out to the big picture and then back into fine detail as it will confuse the audience
  + Start off with big picture strategy and narrative and then go into finer details and execution later. Do it in this order.
* Talk to employers & universities to find out their pain points and needs
  + Employers we can start off with innovation festival and see where we go from there
  + Universities we should try to get into one of UNSW’s Founders programs to get the attention of the careers people
* Gotta make sure the pitch provides a narrative
* Problem Slide
  + Add implications for each problem (employers’ and uni’s) - give them a reason to care
  + Can’t just talk about the students’ problems, got to talk about the employers and universities’ problems as well
  + Use a persona to explain the problems because it’s effective in turning it into a narrative as well as getting the facts across - once again, create a persona for all three of our customers
* Success Rate Prediction Slide
  + Take away the inputs/factors we consider for “success rate prediction” and just say we use our proprietary algorithm instead
  + It’s this IP algorithm we have that gives us an advantage
  + Have a case study of how we extract insight from graduates
    - “Our algorithm knows how to do this and no one else knows”
* Forums Slide
  + Make forums relevant to employers
    - E.g. “We’ll help you stop getting the same 400 emails about when outcomes will be released”
* Features Slides
  + Admin, connection, matching
    - Categorise all our features into these three categories
    - MICHAEL’S THOUGHT: might not need to do this as Katzy told us to do this before he realised we already categorised this stuff in the later slide.
* Benefits Slide
  + Say product is SCALABLE as each part feeds back into the next
* Competition slide comes before market size slide
* Competition slide
  + Say these points on this slide is what students want and competitors are lacking it
    - Put % of students that want it
  + Say our advantage is that we know and work closely with students so we are making features that they want
* Team Slide
  + Take out employment experiences & frame as students instead
  + Saying we’re currently working full-time at somewhere else will put-off investors
  + Saying we’re “ex-ey or ex-amazon” is good but saying we currently work there isn’t
  + Label ourselves as just co-founders
  + Shove slide at the end of appendix
  + MICHAEL’S THOUGHT: I think we should actually keep a team slide in the main deck because it’s important for investors, customers or whoever to know who’s working on what and who are the people who are going to make this startup work. Like if there’s no one labelled as CTO then investors would be like “sooooo who’s coding this?”. Similarly, “who’s leading these people?”. Don’t think investors want to invest into a headless chook.
* Go-to-market Slide
  + We can even do something on open-day or o-week to launch
* Business model slide
  + Our business model slide will change after we’ve done our proper research with employers and universities
  + $10/student might be too high? But we don’t know until we’ve talked to universities
  + We can possibly merge job posting product and recruitment bundle product into one offering where we charge $2000/post and the employer gets access to all features
* Put market size slide after business model slide
* Roadmap slide
  + Make our timeline more realistic given our short term commitments

## General Advice

* Meet with Katzy again before our first meetings with either universities or employers
* Don’t bother coding up the webapp before we’ve confirmed the pain points of employers and universities
  + MICHAEL’S COMMENT: (as said in person), makes sense to code it now anyway to start getting a user base and also in the worst case we’ve at least built something that students will use so we can just chuck adsense on it or something
  + ROHAN’S COMMENT: (as said in person), we will need a user base regardless in order to properly meet the needs of employers and universities
* Make each pitch personal to the person you’re telling it to
* Also, don’t tell the employer why it benefits universities, and don’t tell universities why it benefits employers
  + MICHAEL’S COMMENT: tbh i don’t really understand how this would help? Please explain to me Rohan ahaha
  + ROHAN’S COMMENT: I think because uni’s don’t care how employers are benefited they just care about themselves same for employers. They dont want to invest in a solution that benefits someone else.
* At innovation festival approach employers as if you’re asking for advice
* Consider changing “students” to “graduates” in our one-liner

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| **Summary of Action Items** |

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| **ACTION ITEMS** | **PERSON RESPONSIBLE** | **DEADLINE** |
| Fix-up slide deck based on recommendations above | Rohan & Michael | 8/10/19 |
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