MeeterApp

Sawyer Hollenshead and Ed Mackowiak

Overview

MeeterApp is a tool that helps companies organize meetings and measure the financial and productivity impact of that meeting on the company. Each person's time in a company has a value (hourly rate, salary, etc) and when you pull people away from the projects they're working on, there is an opportunity cost associated with that. Instead of working on their project or managing other employees, they're in a meeting. MeeterApp's goal is to help companies organize these meetings and also provide visualizations and data that can help prevent that unnecessary meeting that we've all experienced, which is a waste of many people's time and ultimately a waste of money.

The Team

Ed Mackowiak, *Back-end Developer*

Ed is a third-year Computer Engineering student and has been building cool things in one form or another since the age of 11, when his parents bought him a Lego Mindstorms kit. Since then, he has picked up a few other skills, including everything from web development to low-level assembly programming.

Sawyer Hollenshead, *Designer and Front-end Developer*

Sawyer is a third-year New Media Interactive Development student and has been designing and building for the web ever since he created his first website on GeoCities at age 10. Launching his own freelance company in 2005, he's learned the ins and outs of business, design and development, and has accumulated a wealth of knowledge along the way.
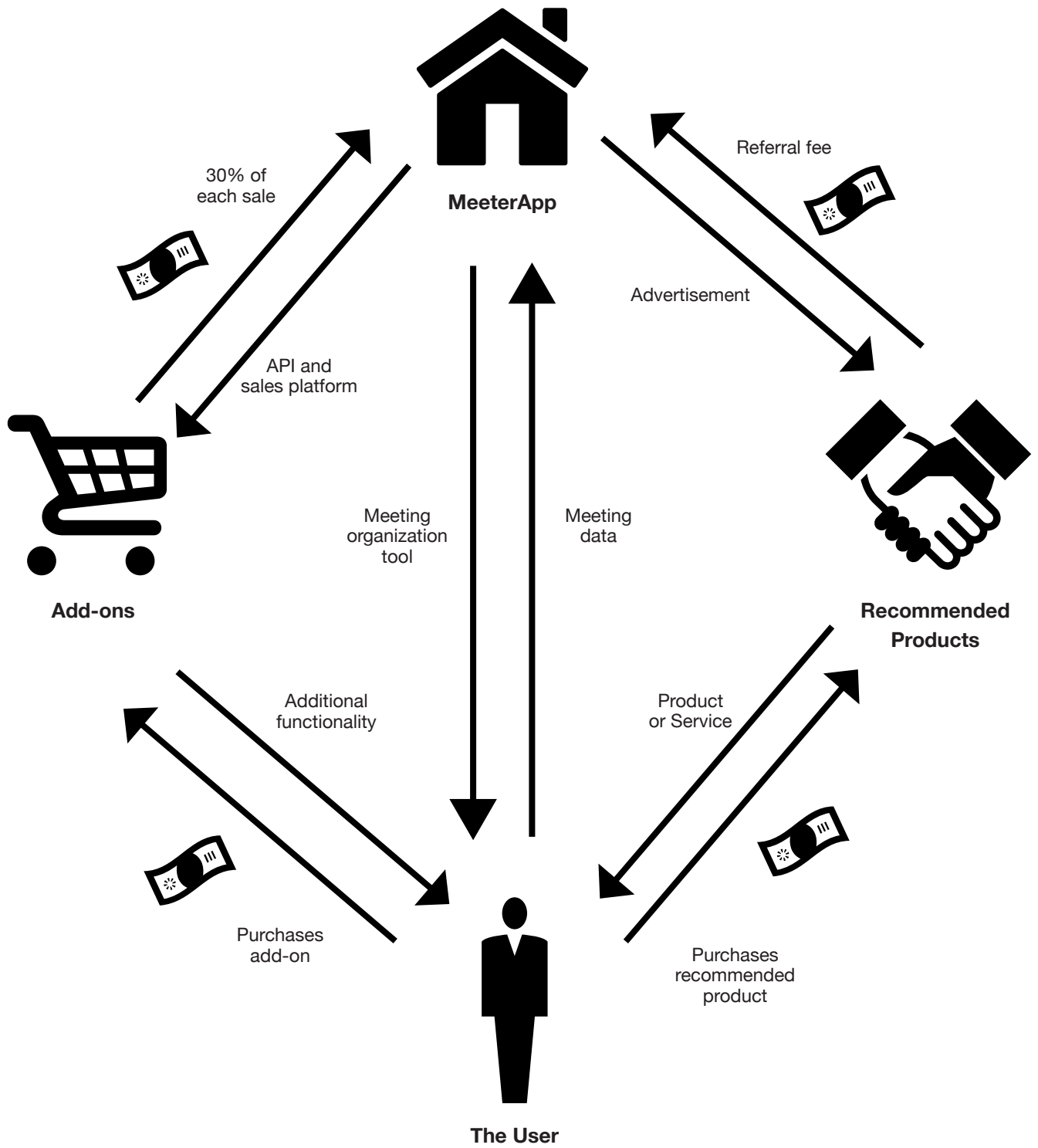
Value Proposition

We believe a company has a competitive advantage when they can minimize the amount of time and money that they're wasting. Many people are addicted to organizing meetings, even when those meetings are just about setting an agenda for the next meeting. Those who do this fail to realize that time is actually worth money. This is where MeeterApp comes in. MeeterApp is great for organizing meetings for those who are addicted to doing so. MeeterApp is also a great tool that helps visualize the man-hours and money that will be spent on a meeting, with the goal of preventing unnecessary meetings and ultimately saving companies money.

Business Model

The basic functionality of MeeterApp will be provided for free. We plan on open-sourcing portions of MeeterApp in order to allow other developers to build add-ons that can provide additional functionality or that can be hooked up with 3rd-party services (such as BaseCamp, Mint, mail clients, etc). In order to support these add-ons, MeeterApp will provide an e-commerce platform for these add-ons to be sold, taking a 30% cut from each sale. An example of a possible MeeterApp add-on would be one that integrates with your company's Google Apps account, it could recommend dates to create a meeting based on the people who you invite and warn you when you invite someone who is on a very tight deadline.

An additional part of our revenue model is through "recommended products". Similar to what Mint does, we plan on partnering with other companies who compliment our services. We'll recommend products based on several different pieces of information that we can collect (size of the company, number of meetings, average meeting cost, etc), and when a user purchases the recommended product, we earn a referral fee in return.

MeeterApp

30% of
each sale

Referral fee

API and
sales platform

Advertisement

Add-ons

**Recommended
Products**

Meeting
organization
tool

Meeting
data

Additional
functionality

Product
or Service

Purchases
add-on

Purchases
recommended
product

The User

Revenue Model