Executive Summary

**Problem**

Tech Coast Angles is a self-organized association of investors that provides supportive information to help its members to make investment decisions. Every month’s border meeting brings different start-up companies over to the investors. However, because of the improper communication of the meeting, it encounters multiple communication gap problems which reduce the efficiency of the meeting. The problems originate from the design of the information work flow in the organization where the investors are not given enough information before the meeting.

**Solution**

In order to solve the problem of communication gap, a reform to improve information for investors is necessary. By allowing the investors to get involved with the pre-event organizers, the investors could gain more information about the events and at the same time reducing the workload event organizing team. Meanwhile, because of the reduction in the workload, the organizing team could have more time focusing on providing more qualified information to investors.

**Strategy**

In order to allow the investor probably involved into the organizing process we can redesign the event as user centered design by implementing:

* Allow the investors to vote on the project content that they are interested in before organizing the events.
* All the active border members become the representative who communicate with the event’s organizers.
* Recording feedback of events after end of each meeting.

The reform will dramatically increase the meeting efficiency and provides more high quality information. The increase of meeting quality could eventually increase the reputation of TCA meeting and therefore attracts more investors and start-up teams to the event, which benefits both TCA and investors.

* In order to carry out the reform, the resources below are required:
* The TCA executive teams need to be trained for user centered design principles.
* Incorporating voting function to TCA’s website.
* Discuss how to improve the events organization in every end of meeting