Group 5

MEETING AGENDA

Meeting Time: 12:30 PM	Location: LIB 2102, SFU	Date: 14/11/2019

Meeting called by	Jerry
Kind of Meeting	Progress Meeting 3 Prep + UI Review
Facilitator	Jerry
Note Taker	Jeff
Time Management	Jerry
Attendees:	Keith, Scott, Ryne, Jeffery, Jerry

Topics

Time	Discussion Topic	Presenter	Deadline
12:30 PM	Progress Meeting 3 Prep	All	
1:30 PM	UI Review	All	

Notes:

MEETING MINUTES

1. Progress Meeting 3 ([LINK](#))
   a. Business Pitch (5mins)
      i. Business Description
         1. Strength, weaknesses, opportunities & threats
            a. Strength
               i. UWB technology accurate tracking
               ii. Gaining traction (Iphone 11 adoption)
            b. Weaknesses
               i. One time purchase strategy (Switch to subscription)
               ii. Depends on government regulations
            c. Opportunities
               i. Good market for places with frequent earthquakes
               ii. No direct competitors
               iii. "Pivot" to hospitals
                  1. Tracking heavy drugs, medical equipment, patients
                  2. Theft detection
               iv. "Pivot" to deployable system - Drones
                  1. Military situations in battlefields
               v. Amazon warehouse UWB
            d. Threats
               i. BLE - RSSI
               ii. UWB popularity grows
               iii. License of UWB bands
         2. Entrance and exit strategy
            a. Exit strategy goes beyond being bought-out or going bankrupt
         3. Market and Sales Strategy
            a. Market Description
               i. SAR
               ii. IoT (URLCC)
               iii. GIL
               iv. Logistics & Medical(Pivots)
            b. Competitors
               i. No direct competitors
               ii. Apple, Proxyz, etc.
            c. Global Market size/Believed market share
            d. Barriers
               i. Critical mass user base
                  1. Fire department with money
               ii. Long-term costs of UWB chips
            e. Associated costs
               i. Own sales & distribution
               ii. Large market size (Become OEM)
         4. Customer Base
            a. Gov't regulation for buildings
            b. Innovating smart cities
         5. Costs
            a. COPY FROM DOCUMENT

b. Final Road Map
    i. Project update
        1. Finish up final touches/finishes
    ii. Technical case
        1. Main functions: Triangular trilateration tracking
        2. All wireless
        3. Intuitive UI
    iii. Risk
        1. Repeat from last time
2. UI Review ([LINK](#))
3. Printing 3D model
    a. Print new ID tags v4 (Check for trapezoid handle)
    b. Print ⅗ piece beacon

Action Items	Person Responsible	Deadline
3D printing	Jeff	11/18