



# Team Alignment

## Security and Privacy Initiative Kick-Off

**"We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organizations to achieve their goals with ease."**



# Kick-Off Meeting Agenda

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**Total time: 40 minutes**

**Team Roles - 2 min**

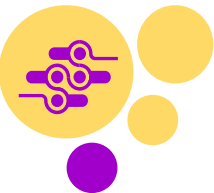
**Purpose and Values - 5 min**

**Challenge - 10 min**

**Direction - 10 min**

**Next Steps - 5 min**

**Q&A - 8 min**



# Attendees

(and roles)



**Gen** (they/them)  
Head of Design

**Role:** Design Feasibility and Constraints



**Rafa** (he/him)

CEO, Founder

**Role:** Business strategy decisions



**Yi** (she/her)

Junior Engineer

**Role:** Time Keeper



**Fiona** (she/her)

CTO, Founder

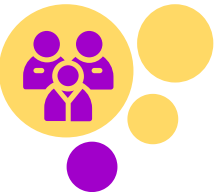
**Role:** Engineering Feasibility and Constraints,  
Business Decisions



**Andrea** (she/her)

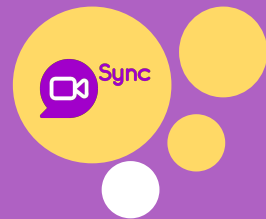
UX Researcher

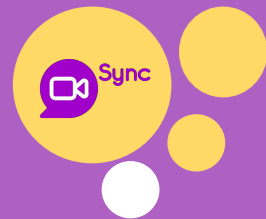
**Role:** Notes Taker, User Research



# Why are we here?

- **Ensure that everyone has a clear understanding of the issues and challenges faced by our enterprise users.**
- **Establish a clear strategic direction to address the prioritized problem.**
- **Feasibility of this initiative.**
- **Agree on the next steps.**





# Vision & Product Principles

“We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organizations to achieve their goals with ease.”



**Users First.** We have our users' best interest in mind at all time.



**Simple and Accessible.** We want it to be easy to use and inclusive for all.

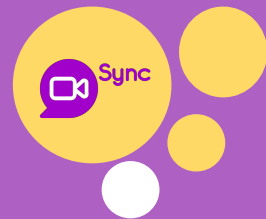


**High Quality and Reliability.** We don't sacrifice quality for shortcuts.



**Security and Privacy.** We aim to earning absolute trust from our users.





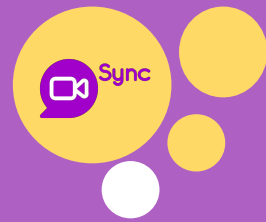
# Problem Statement

Users of Sync who are part of our enterprise tier (our biggest source of revenue) are facing **data and security breaches**, using unsustainable workarounds and resources, because they lack control over their own meetings.

As a result; organisations, agencies, and institutions are looking for safer and more trustworthy alternatives to Sync, leading to an annual loss of *6% of our paying customers*.

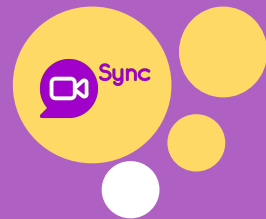


# Pain Points



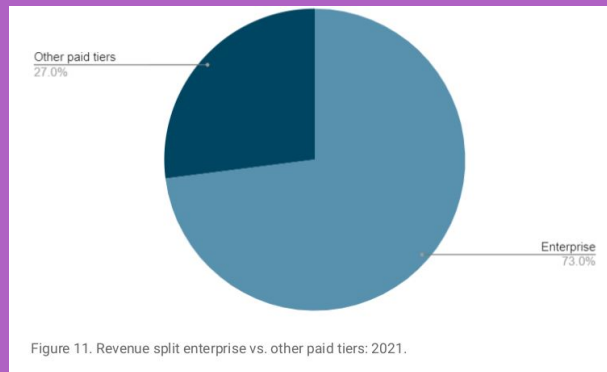
- There are disruptions during meetings from uninvited participants
- Organisations cannot control who joins the meetings
- Unused screen sharing features, due to unauthorised screenshots by such participants
- Loss of trust due to highly sensitive data breaches
- Needing dedicated people for running meetings workarounds





# Who does this affect?

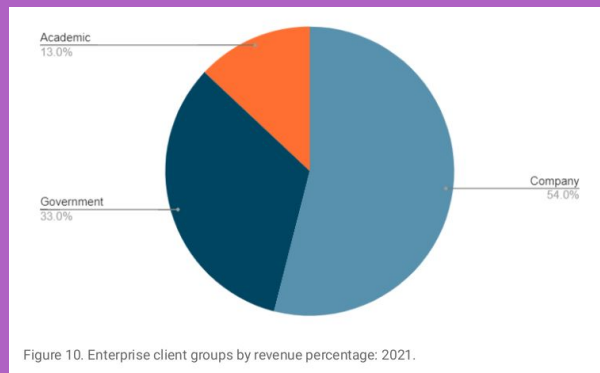
- All of our user base, specifically **users from our top tier subscription** (organisations, government, academic institutions).
- **73% of our paying users** (enterprise tier).







# Why should we focus on this?



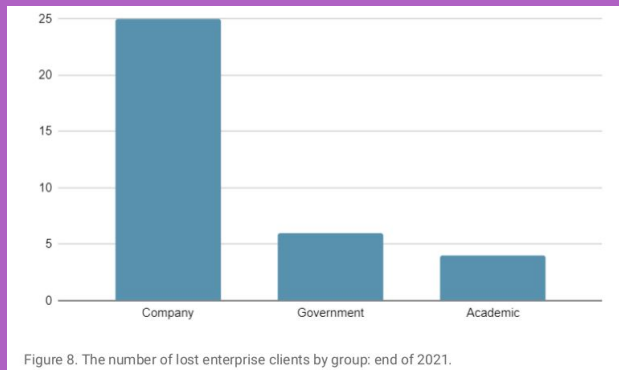
- To **regain the trust** of these users.
- **46%** of the enterprise users are from **Academic Institutions and Government Agencies**, (they care more about privacy and security).



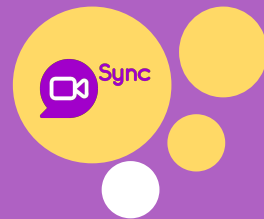


# Why should we focus on this?

- **Losing our largest paying customers** (huge impact on revenue, **6% of our clients** since the beginning of the year)
- It will provide a **clear direction** for our employees.
- To align our product with our Vision.

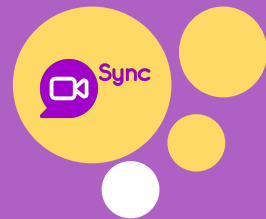


# Next Steps



2 weeks	1 week	1 week	1 day	2 weeks +
<b>Validate the Problem Statement</b>  Conducting user research, through surveys and interviews with users from our Enterprise tier. <i>(Product team)</i>	<b>Solutions Ideation</b>  If the problem statement is validated, ideate on possible solutions. <i>(Product and Engineering, Customer Support)</i>	<b>Scoping and KPIs</b>  Decide what's important and what can wait. Setting up measurements for success. <i>(Product, Engineering)</i>	<b>Set Objectives and Milestones</b>  Setting up clear and measurable goals with milestones to have everyone aligned. <i>(Product, Engineering, Marketing, Customer Support, Sales)</i>	<b>User Stories and Delivery</b>  Break up the solutions into user stories and start the design and development processes. Possibly several sprints needed. <i>(Product, Engineering)</i>





# Thanks!



## Q&A

