

June 26, 2018

ANO Marketing Committee Update

Co-Chairs: Greg Forst (Go Immutable), Dan G and Brooke (Matter of Fact)

Members: David Chapman (Factomize), Julian, Spencer and Sebastian (DB Grow), Jason Chen (NX Capital), Maarten Boender (BIF)

Update

- In general the marketing committee is in organizing mode. We have selected our co-chairs to help drive the committee forward and most every committee member has participated at some level.
- David Chapman setup the marketing committees message board on Factomize.com
- David Chapman inquired with the committee about assisting the most recent AMA. The timing was real quick on a turnaround for that AMA but for future AMAs we will look to assist in answering questions.
- David Chapman suggest a monthly suggestion box mechanism for the committee and also potentially a month QA with the committee. This is being discussed further.
- Greg Forst initiated a meeting with Jay Smith of Factom Inc.
- We had an introductory call with Jay Smith of Factom Inc that was very informative. We have a follow up meeting scheduled for the week fo July 9 and plan on having regular meetings with Jay and his team. In the initial meeting we mostly discuss developing an organizational strategy for the ANOs and community that will allow us to move efficiently and quickly.
 - Some discussion around getting a list of ANO's and the industries they are looking to approach and how best to work together to attack each was discussed.
 - A central website for all things Factom protocol was touched on as well. In general this would be a neutral, non-competitive website that all ANO's could direct interested parties to learn more about the protocol. There was agreement that every ANO trying to be the central website for this information is not the solution. The details on this are being discussed
 - Mutual NDAs were discussed so ANO's can talking freely amongst themselves as it relates to sensitive information.
 - Factom Inc is working on a re-sellers agreement for the products they have developed
- Greg Forst started a PR outreach document to be a central place to research and track different publications and writers to disseminate Factom information to. This document will be ever growing and other committee members have access to contribute to as well.
- Greg Forst has setup a monitoring solution for inbound PR requests that involve blockchain. Committee is working on the best solution to disseminate these opportunities to the other ANOs.