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Meeting One

New idea discussion:

A program that simplifies the “five alive” strategy of organizing a high jump competition in track & field. Five alive is very effective, but can be a difficult concept to grasp so it has been phased out of some high school and college competitions. This program would simplify this strategy, so all the officials would have to do is mark makes and misses for each given jumper.

Space attendance App:

MVPs

- Concierge: Manually update the amount of people in the gym by students (or other facility), see how many people would voluntarily use the gym after the first month in a new cohort (retention rate would test value hypothesis). It will be able to test how many students will consistently use the app.
- Video mvp, virtually showing how the concept of the application works for the user.
 - Video MVP could also be used to recruit volunteers for the concierge MVP

How big of a problem would this solve:

- Any activity that has limited space on campus (instrument practice, gym, dining hall) will benefit from the capacity monitor, and oftentimes students do not know whether a facility has available spaces or not before going in person. It will save students time when they plan their day, and help the university prevent traffic in popular facilities.

Who do you think would be willing to pay for it?

- We are targeting Brandeis to pay for this product, although it is easily transferable to other universities. We believe that the universities are willing to invest and integrate the product, as it helps students make better use of their time and it helps universities reduce traffic in facilities that are used frequently.

How would you get the product to the target customers?

- We plan to work with the college to advertise it officially to students through Moodle, Workday, and through email. Flyers in the facilities that would be included in the application would also likely be effective, as it would reach the target customers directly.

What kind of price do you think that they will be willing to pay:

- \$30,000 for the integration system, but the cost would be calculated in more detail once the expenses are determined.

Are you pretty sure this can be productized:

- Yes, we could develop software in the form of an application and hardware (tap-in supplementary machine) for recording the attendance at the facility.

**At the end of the meeting, we decided to focus our final product on the space attendance app.