ReciPower Minutes

June 24, 2013

1. Level of Commitment (same as last week – Action Required)
   1. Christine has asked that each of us respond to her this week with the following information
      1. Personal goals for the project
      2. Time commitment available
      3. Level of effort we each plan to put forth
      4. Outline the most logical contributions that you can make

***Please respond to Christine as soon as possible so she can follow up individually and make some decisions about how to plan going forward***

1. Founder Institute
   1. Christine has been chosen as a finalist for the program
   2. Early stage startup accelerator that would take place this summer
   3. *Congratulations Christine on making it to the final round!*
2. Zoho Projects
   1. This is definitively our project tracking tool going forward
   2. All team members are requested to update the status of projects and manage the deadlines appropriately
   3. Christine is not able to know what realistic deadlines are for certain segments of the project, so will rely on us to keep the info accurate and current
   4. Rick has a registration link that is “invalid” so will work on getting that fixed
   5. Minutes to be posted to Zoho going forward
3. Join.me as a backup to Google Chat
   1. Group may need an alternative to the Google hangout, as bandwidth concerns seem to limit the connectivity
   2. Going to Settings and changing the bandwidth usage in Google seemed to allow us all to hear each other better, even though we lost some of the images/image quality
4. Landing Pages
   1. It was suggested to Christine that it would help to offer something to the user when s/he arrives at the landing page in exchange for providing the email address to us—more likely to get a favorable interaction
   2. Infographic could be a simple way to give something to the user that is on-target with our mission and furthers our message about the importance of nutrition
   3. Luke to be the designer of an infographic that we could send to the registrants
5. Manual Recipe Process to Begin
   1. Christine is going to begin a manual process of mimicking what our application will do by the following:
      1. Taking user inputs and preferences (dietary guidelines, etc.)
      2. Finding a set of recipes/meals that meet those guidelines
      3. Providing the user, in this case Daniel’s family, the recommendations
      4. Using the RSS feed to Alfalfas’s once the final choices have been made to send the request
      5. Ultimately having Daniel pay directly through Alfalfas, but begin to assess the process and get user feedback for how an automated system would work
      6. Alfalfas to deliver
6. Demonstration of Landing Page
   1. Sean took us through a demo of the page as it stands, how the user interacts, and how recipes become available
   2. ***Awesome concept so far!***
   3. Single page design with navigation bar
   4. Still working on final copy (Christine and Dana to review)
   5. Images to fill in white space from Luke
   6. Sean continuing conversation with Tim at Alfalfas on data feeds
   7. Need to determine how much data and how frequently to receive it
7. Test Hypothesis
   1. This is the hypothesis Christine wants to test:

**Our initial adopters are**

* + - 1. **People with diet restrictions**
      2. **Busy people**
      3. **Health Conscious**
  1. We have been advised that Product-Market fit is one of the hardest challenges
  2. Getting the landing pages running by July 3, would be ideal; assessing whether that is possible

1. Recipes
   1. Elana’s recipes are going to be a good source for information
   2. Group to begin compiling recipes (and attributing them to provider)
   3. Remember that recipe providers and their profiles can be a part of the social element later in the process
   4. Dana to ask her father about the copyright details of what exactly is protected and how a recipe can be changed and no longer copyrighted
2. Nutritionist Vetting
   1. This is not going to be a high priority right now
   2. Means many things to many different people, so will keep the recipes generally healthy for now and focus on the (i-iii) customer hypothesis above and see what the landing page data says

**In-person Meeting**

Looking to schedule an in-person meeting for next week