Attendance:

[David Miall](mailto:dm1306@york.ac.uk)

[Boris Choi](mailto:kyc527@york.ac.uk)

[Sam Perry](mailto:ssp526@york.ac.uk)

[Peter Gillingham](mailto:pg850@york.ac.uk)

[Patryk Lewandowski](mailto:pl942@york.ac.uk)

Items arising from previous meeting:

* Contract
  + Confirm fail
  + Not going to pay
  + Need a new module to compromise - or maybe not?
    - Video player basically include that

Current Items:

* Everyone current progress discussed
* More demo
  + Edit
    - Drag/drop
    - Add shape
  + Video player on dev
  + Button operation
* Post-Dev
  + Sale target?
    - Education(main)
    - Business
    - Individuals
  + “Why should customers switch to using your program?”
    - Broadcasting - share live
    - Scripting - e.g. python
  + Specific customer?
  + How to presume customers to use paid licences?
    - Free triad to individuals
    - Lawyer to cooperation
  + Time for sale?
    - Operation has a fix business plan cycle - e.g. uni contract may only be made after 9 months
  + Marketing
    - Ads?
    - Embedded?
    - Social media?
    - “Sticky”? Enforced?
    - Who and how to get to the first customers
  + Cost
    - Marketing cost more
    - More loans?(bad idea)
    - Sell acquisitions?(really bad idea)
  + “Why would I use this product?”
  + Marketing staging?

AOB:

Actions Arising:

Come up with a more realistic marketing plan by next week

There being no further business, the meeting was adjourned at 17:00.