TTN NY MeetUp:

Agenda:

* Chris M: Shared his meetings in Switzerland with TTN, etc.
* Terry M: Ithaca TTN group meeting ~ 25 ppl in attendance
* Terry: Gaston gave a talk regarding some of their TTN initiatives in Uruguay.
  + Agriculture and Urban applications:
    - Ag: applications are for water and gates for cattle. Pilots with with.
    - Urban: sensors for noise sensors w bars, pollution, etc.--> getting feedback for the government to help deal with the issue.

- TTN Zurich: gave a talk today about what they’re working on currently. They were early in talking to the makers, they spent time marketing before deploying their gateways.

-Terry: we should be getting out to other MeetUps and proselytizing to get the makers involved to prepare.

- Chris: asks everyone to try to get people to go out to MeetUps to introduce what we’re doing and let people know, so they’re excited or at the very least aware of what is happening.

- Mimi: meeting soon with Girls Who Code, trying to pitch LoRa to her Building as well.

- Terry: could buy in bulk nodes (LoRa feather from adafruit)

- Muhammad: should organize workshops and hackathons.

-Over the phone(TTN): could organize a hackathon in September

- Terry: we need to start getting roles codified, and divvying up responsibility; formalize things slightly.

- Muhammad / Chris: start with a workshop, on a weeknight, then if it goes well, then base a larger event off of that.

- Chris / Jason: hoboken maker bar could host a MeetUp

- Phone(TTN): offer some insights about how to run it

-Chris M: have a link with payment that includes hardware plus 20% markup on the hardware plus a fee that supoports the space.

-Charlie: how do we get people to the space?

Chris S: hardware driver setup is a challenge.

Mimi: pre-req to get it done?

Jason/Frank: have an install team to do it.

Terry: have people install the IDE for Arduino beforehand.

FF: Feather LoRa?

Terry: MicroChip has been super supportive, so we want to think of them

Chris M: There is a lora stack on this as well which is helpful.

Terry: MicroChip might be willing to donate or support

Chris M: lets do the first one in arduino and quickly

Chris M: will take point on the workshop.

* Terry: Noticed that the Ithaca team sent out a simple press release was really successful, so we should start thinking about publicity for IoT now. We should strike before the election season in the fall. This would help to talk to the press. Would raise awareness to encourage people to get a gateway.
* Charlie: Marketing: what are you looking to say, Recommends we have a narrative to support what we are doing.
* Frank: people may ask ok well at what rate are you building this community network
* Terry: the use cases are very helpful in advocating for our network.
* Terry: will set up a press release together and help us to put this out
* Muhammad: lets create a use case, and delploy it, and apply it.
* Chris: throw together a quick workshop, and use that for the article.
* Manny: particle detection, gas, radon, noise.
* Chris M: communities with closed water systems: need to test chlorine levels and or bacteria levels here is an opportunity.
  + Or lead monitoring. Pipes
  + Mimi: put it in the toilet bowl with a hydro-powered sensor

- Terry: meeting with Indiegogo this week

Meet with Francisco Rivera from Indiegogo. Manager of Hardware. Works with campaigns to make money for their company as well as the fundraising cause itself.

* This is a legitimate opportunity for TTN and by extension by us.
  + Chris M: this would localize communities and allow localization by communities. The perk level is a node + kit, read to work out of the box.
  + Some numbers: need to be able to hit 30% of our goal. Could expect about 5% conversion rate from the email blast.
  + Need about 5k-10k people to have a successful campaign. Gets enough momentum to get the other 70% of the people.
  + Freddy: concerned that we were going to restrict to nyc
  + Forrest: if it is localized, then would someone not from nyc be able to order?
  + Chris M: there is a draw that is psychological in trying to hit this critical mass.
  + Charlie:
  + Terry: we need about 250 gateways.
  + Chris M: getting them up high is key
  + Terry:
  + Phone: have a good use case to kick it off?
  + Terry: No.
  + Frank: we are struggling to find a new york city specific use case
  + FF: what would it take for us to do it?
  + Chris: you can hope but that is a not a good strategy. So we need to do marketing. Its a full time job.
  + Terry: Plus expensive outside vendor.
    - Video person
    - PR person
    - Chris S: concerned about risk. For the NY group to run this, when we;ve only installed just one, of another model. Chris is concerned about damaging the group; we link our success our to the success of the campaign.
    - Chris M: I don’t think we need to not go too big, lets go for say, 100 routers.
    - Chris S: feels that the campaign shouldb’t be run by us, by the TTN originators.
    - Terry: Presenting number of units that would be needed theoretically based upon TTN in amsterdam’s experience. Need about 115 of them ~ 125,000 dollars. So 250 is the number assuming each one is getting about 50%.
    - Terry: need a mission statement for the group to share with people
    - Chris M/Frank: share some information with people
    - Frank: the DoITT is the entry point into the city, what the city needs. Start there, and we can move from there.