# Meeting Agenda with Mike

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\*\*Date:\*\* [Insert Date]

\*\*Time:\*\* 1:30 PM

\*\*Location:\*\* [Insert Location/Platform]

## 1. Introduction

- Brief overview of the meeting objectives

## 2. Discussion on User/Donor Portal

- Review the mockup of the user/donor portal

- Discuss the potential of the portal as a central point for managing donations

- Explore how the portal can showcase the entire platform, including integration with various purchase mechanisms (e.g., shopping, tickets)

- Highlight the opportunity for tracking microdonations and personalized donation goals

- Address the importance of countering anonymity in charitable contributions

## 3. Feedback and Ideas

- Gather Mike's insights on the portal's design and functionality

- Discuss any additional features or improvements that could enhance user experience

- Explore potential challenges and solutions related to the integration of donation tracking

## 4. Next Steps

- Outline action items based on the discussion

- Set timelines for any follow-up meetings or deliverables

## 5. Closing Remarks

- Summarize key points discussed

- Confirm next meeting date and time if necessary

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\*\*Preparation:\*\*

- Review the mockup and be ready to discuss specific features and functionalities.

- Consider any questions or concerns regarding the integration of the portal with existing systems.

Tab 2

**First Area - Portal**

This is a mockup of a user/donor portal. Essentially the central point that end users can manage and keep up to date with their giving. As I was putting it together i begin to see how this could be so incredibly powerful and basically showcases the whole platform irrespective of the mechanic to round up bets or wherever the round mechanic is integrated (shopping, tickets and any other online or offline purchases)

*I agree this page left me feeling that this product actually has the opportunity to do something even more exciting than simply take a proportion of winnings from bets, and that is to hold together all of a persons microdonations (whatever the product they purchase) to show their progress towards personalised donation goals. This counters the general ignorance one feels when paying into anonymous charitable pots through various mechanisms available on diffrent product platforms, and allows you to properly track and control your micro-giving. Exciting. Only risk here is project / scope drift away from gambling.. and at the moment I think we should prove the concept in that sector. Love the impact stories spotlight, and simple navigation.*

**Second Area - Betting Integration**

You can access this by clicking the button at the bottom of the lef nav. THis is a very basic mockup that starts by showcasing how the mykro giving app can be integrated or promoted within a betting platform.

Banners and Promos

Betting Slips.

If you click on "Place Bet" on one of the slips you can see how the mechanic can be deployed and the visibility of the round up donation commitment. I have placed this at time of bet in mind of the idea that the upfront commitment is a) easier to make upfront giving away money that ist your yet.

*yes that works nicely, and I anticipate that rather than do this separately for each bet, you just do it at the beginning of your betting experience (on signup to the gambling operator, or when prompted - e.g after a win) b) it facilitates the commitment by the operator to also give if they lose.I really loved this - in particular the "you didnt win this time" popup. The idea that even if you lost there was a bit of good that came out of it is the very essence of this product, in my view. I loved the inclusion of the impact you have achieved too (you provided books to children with this bet - its nice).*

**Questions/considerations I am left with:**

-do you envisage this mechanic baked into the gambling platform, rather than something that pulls the customer out of the gambling platform to a separate platform focused on donations? The former would reduce friction (and allows the punter to just get on with betting) but the latter focuses the mind on the giving, which is also nice. I guess the ideal is to have it light touch within the betting app and then you can dive deeper (into the mykro app) when/if you want to.

- alongside the above, I'd originally envisaged that this would be a setting you would engage with just once (ie. do you want to give 1% of your winnings to charity > we will match this > which charity> done (never to be seen again apart from after you win/lose a bet and it gives you the feedback), this minimises friction for the customer (and will be more appealing to the betting operator (rather than asking the person to make the decision again and again)).

- I like the idea of making the charitable causes really engaging and visual - nice colourful branding, summaries of what the impact of donations could be. For some reason i also like the idea of a roulette wheel of charities to gamify the whole thing but im probably getting a bit carried away.

- alignment with sport is an angle Id not thought of before you mentioned it on our call - it's made me think we should spend some time looking at some gambling activities and how they might work with this concept. e.g. betting on a slot machine you probably wouldn't use a percentage like this because people tend to bet on slots for a long time and it's not as clean a concept as "winning" a horse race or football match. likewise a roulette wheel ... maybe the donation concept applies at the end of the overall betting session...(but again people tend to gamble themselves down to zero)