

Project Report: DCE Product Diggit Content Exchange

Project Start Date: End Date:

?

Completed

Upcoming (next 7 days)

Late

Milestones and associated tasks

Total Hours: 1479 hrs 33 mins Total Estimated Time: 1825 hrs 55 mins Total Billable Time: 1461 hrs 25 mins Total Non Billable Time: 18 hrs 8 mins

	Milestone	Description	Due Date	Responsible	Status	Days Late	Date Completed
	Kick-Off Go To Market	BB is looking to establish itself as a commercially available solution with initial revenue generated by the fourth quarter of 2015. BB intends to achieve this goal by focusing on key revenue acceleration opportunities and prioritizing resources. BB has conceived and prototyped a marketing activation platform, currently referred to as b1tb0x, designed to capitalize on the opportunity to convert online piracy activity into highly engaged, legitimate consumption via an ad driven model. Our guiding principles: • Monetize & Grow through Analytic Decisions • Increase Revenue to Content Owners • Maximize Consumer Engagement • Convert Pirates to Influencers Based on our estimates, the torrent sphere represents an untapped market estimated at between \$300m and \$500m gross revenue per year within 5 years for the television, film, and music publishing industries. It is comprised of over 200m users globally with as many as 20-40m active unique users per month currently.	01 Jun (2015)	Bill D.	Late	Due 17 days ago	

	Tasklists	Start Date	Date Due	Assigned To	Priority	Progress	Status	Estimated	Time	Billable
	0.1 Develop Sales-Presentation Materials									
	Second Draft of Sales Materials Presented	10 Apr (2015)	18 Jun (2015)	Nick T. Mike G. Bill D. Ari D.		90%	Started	None	1 hr 21 mins	1 hr 10 mins
	Comments									
	• Art Direction - Fuse Ideas - Master Pitch Deck	24 Feb (2015)	03 Mar (2015)	Nick T. Mike G. Bill D. Ari D.		100%	Started 25 Feb (2015)	None	None	None
	From: Kristin Ingeneri Date: Monday, February 23, 2015 at 3:56 PM To: Mike Gothie Cc: Michael Durwin , Robert Yee Subject: Art Direction, take 2 Hi Mike, I've got a few slides for you to look at to approve the direction we are going regarding look and feel. I've attached a new version here, please note the following: · The first 2 slides show you a black background with 2 treatments for your existing logo (we can make the logo smaller) · The rest of the slides show you a dark grey background, we are preferring this to the black · The last slide shows you an interim version of your logo until you do the company branding (or, we can use the logo you created) Let us know if you approve of the overall look and your thoughts on using an interim logo or the one you created. Happy to jump on a call to discuss if you'd like! Kristin Ingeneri ACCOUNT MANAGER/ OPERATIONS DIRECTOR T. 781.897.4805 M. 415.407.1487 EMAIL KINGENERI@FUSEIDEAS.COM BOSTON / PRAGUE / PORTLAND FUSEIDEAS.COM									
	Comments									
	• Review proposed artwork and messaging for production of final draft presentation - Fuse Ideas	17 Feb (2015)	17 Feb (2015)	Ari D.		100%	Started 24 Feb (2015)	None	None	None
	meeting scheduled for 4pm est									
	Final Draft of Sales Materials Presented	09 Apr (2015)	28 May (2015)	Bill D.			Not Started	None	None	None
	Review Historical Presentation Material	03 Feb (2015)	06 Feb (2015)	Robert Y. Nick T. Michael D. Kristin I. Bill D.		100%	Completed 16 Feb (2015)	None	None	None
	- Ensure focus is on revenue as opposed to loss prevention									
	Consider the case study material from Bittorrent, Inc. to support the revenue story	03 Feb (2015)	06 Feb (2015)	Robert Y. Michael D. Kristin I.		100%	Completed 16 Feb (2015)	None	None	None
	Consider the messaging to the top five accounts in theme and variation of deck prep	10 Feb (2015)	01 Jun (2015)	Robert Y. Nick T. Michael D. Kristin I. Bill D.		100%	Completed 16 Feb (2015)	None	None	None
	Comments									
	Copy edit introduction letter to stakeholders as a meeting setter	10 Feb (2015)	01 Jun (2015)	Robert Y. Michael		100%	Completed 16	None	None	None

			D. Kristin I. Bill D.			Feb (2015)			
Provide outline of approach for presentation and quote for services	03 Feb (2015)	07 Feb (2015)	Nick T. Kristin I. Bill D.		100%	Completed 16 Feb (2015)	None	None	None
Provide outline of approach for flash demo and quote for services	03 Feb (2015)	07 Feb (2015)	Nick T. Kristin I. Bill D.		100%	Completed 16 Feb (2015)	None	None	None
Comments									
Consider past practices in piracy enforcement		01 Jun (2015)	Kristin I.		100%	Completed 16 Feb (2015)	None	None	None
It may help you to read/draw from some of this material to understand efforts to date from an enforcement perspective. Historical information that adds color to the frustration of the enforcement effort.									
Draft Storyboards for FuseIdeas	09 Feb (2015)	09 Feb (2015)	Nick T.		100%	Completed 09 Feb (2015)	None	None	None
Develop Media Kit	30 Apr (2015)	27 Jun (2015)	Ari D.			Not Started	None	None	None
http://gravity4.com/g4overview.pdf is a good example									
Assume responsibility for management of Fuse Ideas	03 Mar (2015)	06 Mar (2015)	Ari D.		100%	Completed 21 Apr (2015)	None	None	None
Presentation build agreement									
Draft letter to BT for Bill	06 Mar (2015)	07 Mar (2015)	Nick T.		100%	Completed 09 Mar (2015)	None	None	None
Create workflows in Visio from whiteboard sessions	06 Mar (2015)	10 Mar (2015)	Nick T.		100%	Completed 11 Mar (2015)	None	None	None
Comments									
Create process workflow diagram of torrentsphere (content file / torrent site / tracker / user, etc)	06 Mar (2015)	10 Mar (2015)	Nick T.		100%	Completed 17 Apr (2015)	None	None	None
Comments									
Review workflow slide: "DIGGIT Product and Service Workflow - For Review"	10 Mar (2015)	13 Mar (2015)	Mike G. Bill D. Ari D.		100%	Completed 23 Mar (2015)	None	None	None
Comments									
Develop MVP Opportunity Report for Content Owners	13 Mar (2015)	05 May (2015)	Mike G.		100%	Completed 21 May (2015)	None	None	None
Finalize notes from last week's SF session into slides for Bill and Ari	20 May (2015)	29 May (2015)	Nick T.		100%	Completed 02 Jun (2015)	None	None	None
Comments									
Develop cheat sheet on how the user experience works, analytics sources, etc for sales team	15 Jun (2015)	15 Jul (2015)	Nick T.			Not Started	None	None	None
Intro Letter Describing Company	02 Jun (2015)	18 Jun (2015)	Ari D.			Not Started	None	None	None
Standing weekly calls Monday & Friday 2:00 est	02 Jun (2015)	01 Aug (2015)	Mike G.		100%	Completed 17 Jun (2015)	None	None	None
Mike, I want to set up a weekly review on Monday's and Friday's starting this week. Pleaes confirm and invite Nick									
Comments									
Review Lumascape Presentation	04 Jun (2015)	05 Jun (2015)	Nick T. Bill D. Ari D.		100%	Completed 10 Jun (2015)	None	None	None
Comments									
Weekly Report to Rick Carter	09 Jun (2015)	12 Jun (2015)	Mike G.			Not Started	45 hrs	None	None
Mike, we need to start to send Rick a one page progress report overview on a weekly basis.									
Comments									
							45 hrs	1 hr 21 mins	1 hr 10 mins

							Over/Under	42 hrs 29 mins		
0.2 Recruit Trial Partners										
	Recruit Sales Lead - Arie Daie	16 Feb (2015)	24 Feb (2015)	Bill D.		100%	Completed 27 Feb (2015)	None	None	None
	Draft package for presentation to Brand Advertisers	25 Feb (2015)	28 May (2015)	Bill D.		70%	Started	None	None	None
	Draft package for presentation to Content Owners via Joel Katz	28 Feb (2015)	14 May (2015)	Bill D.		70%	Started	None	None	None
	Draft package for presentation to Performing Rights Organizations/Stakeholders	01 Mar (2015)	14 May (2015)	Bill D.		70%	Started	None	None	None
	Draft road show schedule	18 Mar (2015)	13 May (2015)	Bill D.			Not Started	None	None	None
	Finalize Road Show Materials and begin scheduling sessions	08 Mar (2015)	13 May (2015)	Bill D.			Not Started	None	None	None
	Analyze Market Entry Modes	27 Dec (2014)	17 Jan (2015)	Steve H.		100%	Completed 03 Feb (2015)	None	None	None
	• Analyze Entry Mode Options w Pros&Cons	20 Dec (2014)	27 Dec (2014)	Linda B.		100%	Completed 26 Jan (2015)	None	None	None
	Comments									
	• High Level Economic Analysis of Business Model Options	14 Oct (2014)	29 Oct (2014)	Mike G.		100%	Completed 27 Oct (2014)	None	None	None
	Comments									
	• Identify Target Customers / Partners / Buyers for Entry Modes	20 Dec (2014)	27 Dec (2014)	Linda B.		100%	Completed 26 Jan (2015)	2 hrs	None	None
	See the LINK article about TIDLE. Read about Popcorn Time (this is the client we are going to use for our user interface)									
	Comments									
	• Read relevant articles linked in the LINKS section	09 Dec (2014)	09 Dec (2014)	Linda B.		100%	Completed 09 Dec (2014)	None	None	None
	• Confirm/deny our ability to use pre-1972 recordings in an on demand format to launch our music service	12 Dec (2014)	12 Dec (2014)	Bill D.		100%	Completed 03 Feb (2015)	None	None	None
	http://www.project-72.org/ It appears that this body of material is unregulated and may be an option for us to work with this material without a direct license right to the labels.									
	Comments									
	• Evaluate use of musicmetric data for development of BT release campaign	27 Dec (2014)	03 Jan (2015)	Linda B.		100%	Completed 26 Jan (2015)	None	None	None
	Iron Maiden-BiTorrent Marketing Strategy									
	Comments									
	Final sans financials. Placeholder before appendix (eom)	04 Nov (2014)	04 Nov (2014)	Bill D.		100%	Completed 14 Oct (2014)	None	None	None
	From: Mike Gothie [mailto:mike.gothie@gmail.com] Sent: Tuesday, June 3, 2014 7:39 AM To: Bill Diggins Subject: Final sans financials. Placeholder before appendix (eom)									
	Intro Meeting - Sunday July 20 and/or July 21st	25 Dec (2014)	25 Dec (2014)	Mike G.		100%	Completed 14 Oct (2014)	None	None	None
	Go-to-Market Tactics	20 Dec (2014)	27 Dec (2014)	Linda B.		100%	Completed 03 Feb (2015)	2 hrs	None	None
	Comments									
	• Conduct Risk Assessment	03 Nov (2014)	07 Nov (2014)	Mike G.		100%	Completed 20 Nov (2014)	None	None	None
	• Assemble Critical Next Steps	04 Nov (2014)	30 Nov (2014)	Bill D.		100%	Completed 06 Jan (2015)	2 hrs	None	None
	- Review PP - Review Business commerical model use									
	• Prepare GTM Findings Deck	05 Nov (2014)	21 Nov (2014)	Mike G.		100%	Completed 25 Nov (2014)	4 hrs	None	None

Prepare draft go to market deck in order to socialize the key points we are focusing on in our messaging.									
• Review GTM Deck	21 Nov (2014)	07 Jan (2015)	Bill D.		100%	Completed 03 Feb (2015)	1 hr	None	None
to be accomplished during 4pm call tomorrow									
Comments									
• Define our market entry risks by evaluating Pandora 10-K	23 Dec (2014)	31 Dec (2014)	Mike G.		100%	Completed 06 Jan (2015)	None	None	None
Competition for Listeners-Pandora 10-K We compete for the time and attention of our listeners with other content providers on the basis of a number of factors, including quality of experience, relevance, acceptance and perception of content quality, ease of use, price, accessibility, perceptions of ad load, brand awareness and reputation. We also compete for listeners on the basis of our presence, branding and visibility as compared with other providers that deliver content through the internet, mobile devices and consumer products. We believe that we compete favorably on these factors. For additional details on risks related to competition for listeners, please refer to the section entitled "Risk Factors." Many of our current and potential future competitors enjoy competitive advantages, such as greater name recognition, legacy operating histories and larger marketing budgets, as well as greater financial, technical and other resources. Our competitors include Apple, Spotify, Clear Channel, Slacker, Sirius XM, RDIO, Microsoft, Rhapsody, Google, Amazon, YouTube, Hulu and VEVO. We compete for listeners with broadcast radio providers, including terrestrial radio providers. Many broadcast radio companies own large numbers of radio stations or other media properties. Many terrestrial radio stations have begun broadcasting digital signals, which provide high quality audio transmission. In addition, unlike participants in the emerging internet radio market, terrestrial and satellite radio providers, as aggregate entities of their subsidiary providers, generally enjoy larger established audiences and legacy operating histories.									
Comments									
Stage 4.3: Path to Profitability Summary Deck	29 Oct (2014)	17 Nov (2014)	Steve H.		100%	Completed 14 Oct (2014)	None	None	None
• Stage 4.3a: Compile Findings from Stage 4.1 and 4.2 into Summary Deck	29 Oct (2014)	05 Nov (2014)	Steve H.		100%	Completed 14 Oct (2014)	None	None	None
• Stage 4.3b: Revise Path to Profitability Deck	12 Nov (2014)	17 Nov (2014)	Bill D.		100%	Completed 14 Oct (2014)	None	None	None
• Stage 4.3c: Present Path to Profitability Deck	18 Nov (2014)	18 Nov (2014)	Bill D.		100%	Completed 14 Oct (2014)	None	None	None
Meeting summary notes to Rick Carter	14 Oct (2014)	14 Oct (2014)	Bill D.		100%	Completed 30 Oct (2014)	1 hr	None	None
Comments									
Fine tune elevator pitch and Master Deck	10 Dec (2014)	18 Dec (2014)	Linda B.		100%	Completed 19 Dec (2014)	1 hr	None	None
following review of master pitch deck, refine pitch focus.									
Comments									
Fine tune elevator pitch	06 Nov (2014)	07 Nov (2014)	Mike G.	high	100%	Completed 20 Nov (2014)	1 hr	None	None
Listen to Radio Boston program on Virtual Networks. http://radioboston.wbur.org/2014/10/31/hbo-streaming	08 Dec (2014)	17 Dec (2014)	Bill D.		100%	Completed 06 Jan (2015)	None	None	None
Very interesting program. Appears to be a possible market entry point. As ISPs grow in policing importance on the piracy front, it may be motivating to them to be similarly engaged in a revenue model that helps cover these costs. Listening to NPR at 3:53 on Friday. Virtual cable company concept Selling through cable companies as a virtual network Radio Boston Anthony Brooks Sasha Pfeifer									
Comments									
Listen to Radio Boston program on Virtual Networks. http://radioboston.wbur.org/2014/10/31/hbo-streaming	08 Dec (2014)	17 Dec (2014)	Mike G.		100%	Completed 06 Jan (2015)	None	None	None
Very interesting program. Appears to be a possible market entry point. As ISPs grow in policing importance on the piracy front, it may be motivating to them to be similarly engaged in a revenue model that helps cover these costs. Listening to NPR at 3:53 on Friday. Virtual cable company concept Selling through cable companies as a virtual network Radio Boston Anthony Brooks Sasha Pfeifer									
Comments									
Listen to Radio Boston program on Virtual Networks. http://radioboston.wbur.org/2014/10/31/hbo-streaming	08 Dec (2014)	17 Dec (2014)	Linda B.		100%	Completed 09 Dec (2014)	None	None	None
Very interesting program. Appears to be a possible market entry point. As ISPs grow in policing importance on the piracy front, it may be motivating to them to be similarly engaged in a revenue model that helps cover these costs. Listening to NPR at 3:53 on Friday. Virtual cable company concept Selling through cable companies as a virtual network Radio Boston Anthony Brooks Sasha Pfeifer									

Define playback functionality as key differentiator (i.e. ability to FF, REW, etc)	06 Apr (2015)	09 Apr (2015)	Nick T.		100%	Completed 10 Apr (2015)	None	None	None
Research on-demand service on AT&T Uverse re: commercial frequency, other differentiators	06 Apr (2015)	09 Apr (2015)	Nick T.		100%	Completed 14 Apr (2015)	None	None	None
Source test ad content and write specs	02 Apr (2015)	06 Apr (2015)	Nick T.		100%	Completed 06 Apr (2015)	None	None	None
Grab Domino's type sponsor ad units with ordering conversion for ad test	06 Apr (2015)	09 Apr (2015)	Nick T.		100%	Completed 09 Apr (2015)	None	None	None
Comments									
Need to add ingestion of advertising to Publishing/Ingestion product definition	09 Apr (2015)	15 Apr (2015)	Nick T.		100%	Completed 17 Apr (2015)	None	None	None
Comments									
Review initial campaign management mockups from Jagadish	30 Apr (2015)	07 May (2015)	Nick T. Mike G.		100%	Completed 07 May (2015)	None	None	None
Review Content Management Use Cases	20 May (2015)	21 May (2015)	Mike G.		100%	Completed 21 May (2015)	None	None	None
Comments									
							10 hrs Over/Under	None 10 hrs	None
1.3 Comprehensive Product Documentation - Alpha (MVP)									
Test publishing to a single torrent site	16 Jun (2015)	01 Aug (2015)	Nick T. Mike G. Jagadish C.			Not Started	None	None	None
Roadmap documentation should live here for MVP	15 May (2015)	30 May (2015)	Nick T.		70%	Started	None	None	None
Comments									
Write up HTML5 proposed use case	21 Apr (2015)	23 Apr (2015)	Nick T.		100%	Completed 17 Jun (2015)	5 hrs	None	None
Comments									
Review HTML5 proposed use case with Chris Bergin's team's past eng work	23 Apr (2015)	30 Apr (2015)	Nick T. Jagadish C.		100%	Completed 09 Jun (2015)	2 hrs	None	None
Introduce Nick to QA team	04 Jun (2015)	09 Jun (2015)	Jagadish C.		100%	Completed 09 Jun (2015)	None	None	None
Comments									
Showcase project progress to Bill in SF	05 May (2015)	14 May (2015)	Nick T. Mike G. Jagadish C. Bill D.		100%	Completed 22 May (2015)	12 hrs	None	None
Nick and Mike to review Jagadish's mockups of product workflow	20 May (2015)	22 May (2015)	Nick T. Mike G.		100%	Completed 27 May (2015)	None	None	None
Showcase project process June 15 (Or thereabouts)	22 May (2015)	15 Jun (2015)	Nick T. Mike G. Jagadish C. Bill D.		50%	Started	None	None	None
Create demo script for Jagadish re project demo	22 May (2015)	27 May (2015)	Nick T.		100%	Completed 03 Jun (2015)	None	None	None
Get design concepts for logo and branding	09 Jun (2015)	15 Jun (2015)	Nick T. Ari D.		100%	Completed 15 Jun (2015)	None	None	None
Comments									
Write up use cases for content ingestion and analytics data	17 Jun (2015)	19 Jun (2015)	Nick T.			Not Started	None	None	None

							19 hrs	None	None
							Over/Under	19 hrs	
1.4 Publishing / Ingestion Alpha Product Definition (MVP)									
	Peer Review and Comments - Publishing		01 Jun (2015)	Bill D. Ari D.		100%	Completed 02 Jun (2015)	None	None
	Comments								
	Understand the cost of swarm mimic using CDN	13 Mar (2015)	20 Mar (2015)	Jagadish C.		100%	Completed 08 Jun (2015)	None	None
	Comments								
	Ingestion Design draft review	02 Apr (2015)	03 Apr (2015)	Nick T. Mike G. Jagadish C.		100%	Completed 17 Apr (2015)	None	None
	Comments								
	MVP Demo content elements- schedule trial ingestion		17 Apr (2015)	Nick T.		100%	Completed 17 Apr (2015)	None	None
	Located in the ftp site under Content Ingestion Trial\12monkeys_ep12\swf The attached excel file gives the sequencing of the content. While the ads are specifically assigned to ad session slots, in commercial operation the ad tags that are inserted in between the programming segments would be calling out to a demand side ad platform.								
	Add XML Templates, VAST standards	01 Apr (2015)	15 Apr (2015)	Nick T.		100%	Completed 25 Apr (2015)	None	None
	Ingestion Tool Design v.1	15 Apr (2015)	12 May (2015)	Nick T. Jagadish C.		100%	Completed 22 May (2015)	None	None
	Re-scope swarm mimicking features for Platform Publishing Requirements	30 May (2015)	15 Jun (2015)	Nick T.		100%	Completed 08 Jun (2015)	None	None
	<p>Ok then, let's have you research the first part and write up a proposed approach. We will have Nick and Jagadish evaluate for goodness of fit and then take it from there. From: Andrew Sampson Date: Thursday, May 28, 2015 at 2:28 AM To: Mike Gothie Cc: Nick Tangborn , Jagadish Channagiri , "Diggit@tasks.teamwork.com" Subject: Re: Re-scope swarm mimicking features for Platform Publishing Requirements @nick [5/30/15] [6/15/15] Nothing there seems inherently difficult. I'll need to research the first one but I could easily build the second in a weeks time, making a nice compact script that you can deploy. Some things will need to be setup on your end such as infrastructure to handle IP grabbing and a api to call to generate the cookie/pixel data. - Andrew On Wed, May 27, 2015 at 6:35 PM, Mike Gothie wrote: > Andrew, I think we have a couple of projects already that I would like to get > your take on in terms of approach and level of effort. > * Create a publishing tool that will take a prepared piece of content and > publish it up into (N) torrent sites. >> * Understand the various upload protocols of a target list of sites (KAT and >> TPB initially) and create a site on-boarding process >> * Mimic the swarm behavior of any piece of content to optimize our placement >> on the top of the page if anyone sorts on # of Leechers. >> * Manually post status messages or comments about that content by a campaign >> manager using anonymous or registered ids >> * Automatically post status messages or comments about that content based on >> a script tbd using anonymous or registered ids >> * All other requirements defined and shared by Nick Tangborn in follow up to >> this feature request >> * If there are any other enhancements we could easily engineer into the first >> round the better > * Create a HTML5 GPU matching tool >> * When a piece of our content launches a browser window for viewing, conduct >> the match process >> * Attach GPU to IP address and assign a unique internal ID to the Household. >> * Attach device type to GPU (inferred from screen size? Other?) >> * Drop a cookie through the site or the browser viewing session to extend >> matching capability with 3rd party data (your site for trials, when our html >> 5 player is done, we move to that) >> * Any other requirements defined and shared by Nick Tangborn in follow up to >> this feature request. > If we can get these projects scoped out, I think we can kick them off pretty > quickly. Again, we are looking to next week to get our resourcing fixed and I > would like to have good estimates and scope of work on these projects. >> Thanks, > Mike >>>> From: Andrew Sampson > Date: Wednesday, May 27, 2015 at 11:16 AM > To: Mike Gothie > Subject: Re: Consider CODEUSA proposed approach to consumer identification > and tracking @nick @jagadish [5/30/15] [6/7/15] >> In regards to GPU matching, >> Essentially its done by manipulating canvas data from modern HTML5 > application, though the same results could be done on a code level as well. >> I can place the code in an iframe or on the page itself and using a unique > cipher key can draw a series of images on the users screen and extract the > metadata from these unique images, the first few bytes of the images are > always unique to that users GPU. >>> its a pretty simple process, code itself is Javascript and can be deployed on > anything. >> On Wed, May 27, 2015 at 10:19 AM, Mike Gothie wrote: >> How do you capture the GPU from a browser session? Can you capture it over a >> wifi connection? That would definitely be a solid unique identifier for the >> consumer. What would you use to permanently identify other devices, say: >> * ipad >> * mobile phones >> * Gaming console >> * Roku >> The goal of IP based matching is to be able to overlay third party data. This >> gives a much better perspective of the consumer marketing profile beyond just >> their content/search interests. This is necessary and best practices to >> capture long term wallet share from brand advertisers as they seek to market >> to known consumers or specific demographic/behavioral segments. >>> I am unaware of this service; is it open source? >> "As for IP to cookie, already tracking terms and searches by ip, google >> analytic/cloudflare have stored ip to cookie matching for me so thats only a >> export click away." >> https://www.cloudflare.com/apps/google_analytics >>>> From: Andrew Sampson >> Date: Friday, May 22, 2015 at 1:35 PM >> To: Mike Gothie >> Subject: Re: Name Exposes >>> Ah got it, >>>> Also IP matching is pretty weak, I also have the ability to generate a unique >> hash based on the users GPU, something that can't be changed. >>> I can move cookie to ip matching internally, but i feel the search analytic >> pretty much tell what users are looking for >>> example: >> http://i.andrew.im/y9gl3p.png >>> On Fri, May 22, 2015 at 12:48 PM, Mike Gothie wrote: >>> Bottom of the home page. Copyright notice. >>>> From: Andrew Sampson >>> Date: Friday, May 22, 2015 at 12:15 PM >>> To: Mike Gothie >>> Subject: Re: Name Exposes >>>> Yo, >>>> Where are you seeing my name? I thought i removed it from the site entirely. >>>> As for IP to cookie, already tracking terms and searches by ip, google >>> analytic/cloudflare have stored ip to cookie matching for me so thats only a >>> export click away. >>>>>>>> On Fri, May 22, 2015 at 10:31 AM, Mike Gothie wrote: >>>> Can you start dropping cookies and creating an IP to cookie matching >>>> database? There is value in that. >>>>>>>> From: Mike Gothie >>>> Date: Friday, May 22, 2015 at 10:12 AM >>>> To: Andrew Sampson >>>> Subject: Name Exposes >>>>>>>> Andrew, you may be offshore, but your name is still posted on the bottom of >>>> the getstrike page. Probably want to take that down. >>>>>>>></p>								
	Re-rank top torrent sites according to Alexa ratings and develop list of available APIs and publishing platforms	01 Jun (2015)	12 Jun (2015)	Nick T.		100%	Completed 10 Jun (2015)	None	None
	Comments								

							None	None	None
							Over/Under	None	
Analytics Alpha Product Definition (MVP)									
Review formula for monetization opportunity	01 Jun (2015)	15 Jun (2015)	Nick T. Jagadish C.		100%	Completed 11 Jun (2015)	None	None	None
The program/ad sequencing is from comcast xfinity programming where i ripped the file.									
Comments									
Opportunity report requires web crawler to be built	24 Mar (2015)	03 Apr (2015)	Jagadish C.		100%	Completed 03 Apr (2015)	None	None	None
Comments									
							None	None	None
							Over/Under	None	
June 15 Demo									
Review powerpoint presentation	01 Jun (2015)	07 Jun (2015)	Mike G.		100%	Completed 09 Jun (2015)	None	None	None
Comments									
Write script for demo presentation	27 May (2015)	29 May (2015)	Nick T.		100%	Completed 28 May (2015)	None	None	None
Approve demo presentation script	28 May (2015)	29 May (2015)	Mike G.		100%	Completed 02 Jun (2015)	None	None	None
Comments									
Jagadish review of demo presentation script	29 May (2015)	02 Jun (2015)	Jagadish C.		100%	Completed 02 Jun (2015)	None	None	None
QA demo presentation	02 Jun (2015)	12 Jun (2015)	Nick T. Mike G. Jagadish C.		100%	Completed 15 Jun (2015)	None	None	None
Implement Non Linear ad unit into the demo - non functional - just demonstrable	29 May (2015)	06 Jun (2015)	Nick T.		100%	Completed 09 Jun (2015)	None	None	None
Comments									
Provide Jagadish with a domain	08 Jun (2015)	08 Jun (2015)	Mike G.		100%	Completed 15 Jun (2015)	None	None	None
Provide high quality video ads to Jagadish	09 Jun (2015)	11 Jun (2015)	Nick T.		100%	Completed 09 Jun (2015)	None	None	None
Comments									
							None	None	None
							Over/Under	None	
1.2 Campaign Optimization Alpha Product Definition (MVP)									
Feedback loop on submitted draft	27 May (2015)	03 Jun (2015)	Mike G.		100%	Completed 28 May (2015)	5 hrs	None	None
Create MVP version of Campaign Optimization product	01 May (2015)	26 May (2015)	Nick T.		100%	Completed 02 Jun (2015)	25 hrs	None	None
Comments									
							30 hrs	None	None
							Over/Under	30 hrs	

Complete Beta Product

01 Aug

Nick T.

Upcoming

	Release								(2015)							
	Tasklists							Start Date	Date Due	Assigned To	Priority	Progress	Status	Estimated	Time	Billable
1.01 Ad Monetization Beta Product Definition																
1.1 Analytics Beta Product Definition																
1.21 Campaign Optimization Beta Product Definition																
1.31 Comprehensive Product Documentation - Beta																
1.41 Publishing / Ingestion Beta Product Definition																
1.5 User Registration Beta Product Release																
	Complete Min Commercial Product Release								01 Oct (2015)	Nick T.	Upcoming					
	Tasklists							Start Date	Date Due	Assigned To	Priority	Progress	Status	Estimated	Time	Billable
1.02 Ad Monetization Min Commercial Product Definition																
1.03 Assess Mobile Market Opportunity																
1.11 Analytics Min Commercial Product Definition																
1.22 Campaign Optimization Min Commercial Product Definition																
1.32 Comprehensive Min Commercial Product Documentation																
1.42 Publishing / Ingestion Min Commercial Product Definition																
1.9 Define Key Differentiators of DiggIt Product																
Competitive Research																
Strike Acquisition Product Marketing																
	Complete Alpha Engineering Release								01 Jun (2015)	Jagadish C.	Late		Due 17 days ago			
	Tasklists							Start Date	Date Due	Assigned To	Priority	Progress	Status	Estimated	Time	Billable
2.0 Prototype Development and Turnover of HTML 5 elements																
2.3 MVP Engineering Requirements																
2.1 MVP - Engineering																
2.2 IT and Database																
Understand Native Player Capabilities to Enable Ad Serving																
Develop torrent analytic specialization as a revenue accelerator																
Dev Iteration 0 Task List																
Develop Social Influence Model for Campaign Operations																
	Publish Master Product Requirements 1st Edition								31 Mar (2015)	Nick T.	Late		Due 79 days ago			
	Tasklists							Start Date	Date Due	Assigned To	Priority	Progress	Status	Estimated	Time	Billable
Ad Monetization Requirements Document																

Analytics Requirements Document
Campaign Optimization Requirements Document
File Security Requirements
General clean-up and miscellaneous tasks that don't fit into individual product feature sets
Publishing/Ingestion Requirements Document
User Registration Requirements Document
Create Product Roadmap with Alpha, Beta, Commercial release