**Sponsor meeting minutes 1**

Date: Monday, 3/2/2016

Attendees: Waituck, Keefe, Chuqian, Kester, Ernest, Faye

Time: 1pm – 3pm

Venue: Business Innovations Generator

Agenda:

1. Understand the requirements from sponsors

**Optimisation of Supply Chain**

Data Analytics

- Customer Acquisition (Voucher codes, evaluate the cost per lead)

* Customer Behaviour
* Conversion Rates (Taster, to one off, subscriptions)
* Loyalty Program
* Feedback Integration

Targer Audience: Working Adults

[Upcoming]

Launch Product - Nespresso compatible capsule

Guest Roaster List - Feature a local roaster

Bringing the platform overseas - East Asia, Middle East (Scalable)

Regular subscription now, premium subscription later (Supply chain important)

Digital Marketing (SEO)

Rasising more fund in April for Demo Day

Mobile App: Coffee committee

The meeting was adjourned at 3pm. Next meeting TBC. Team will consider taking up this project.

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Vetted and edited by,

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