Iteration 14
Date: 6 April 2015
Time:4 - 5PM
Venue: SIS GSR 2.3

Attendees: Brindha, Shi Kai, Gui Shi, Hye Ri, Hakam, Min Xuan, Xu Meng Xiang (Client)
Absentees: -

Internal meeting agenda:

To be discussed / brought up	Remarks / Comments
Marreo after FYP	

Discussed during meeting:
<Marry.SG as Start-up>
- School grant
  - Able to get as stand-alone Start-up, GraphPaper as partner
  - Key new Founders cannot find own job for first two years.
  - No need to take the grant if two years bond seems to be too much
  - Risk will be higher after we graduate
  - Instead of the Spring… grant, can take smaller grant from school, since the other grants do not require bonds

- For Marreo, idea came first before thinking of Start-up

- If we branch out as separate start-up, how will the management be like?
  - Before we graduate and confirm regarding start-up, work with GraphPaper rather than a
  separate company

- Work as GraphPaper before we graduate?
  - If we do, it is easier to manage as it is under an existing company
  - Decision making to be done by Team Marreo, GraphPaper can advise as senior
  - Possible conflict: Revenue Model
    - Marreo's plan: Focus on user base first, before charging them
    - GraphPaper: Make customers pay first
    - Meng Xiang: fine with application free of charge for awhile, but for Spencer is not

- When doing Start-up, need to keep in mind of money. Usually, business with high sustainability is due to close relationships with money source

- On Big Max's point of view:
  - Marry.SG is a good project idea, rather than a business idea
  - May be able to get a part-time income
  - Will not be so sustainable

- Revenue Models
  - Target Wedding Planners and vendors
  - Sell Marry.SG as a solution
  - Current cost of wedding planner: 2K-5K (bench mark..?)
  - Difficult to decide on splitting

- How much is Marry.SG worth?
  - Need to be discussed
  - Still it is a little flimsy, we need a proper user

- Mention that it is a trial session (limit to 100 couples maybe)
  - Need to hint that it will be a paid service -> Expectation issue
  - It is easier to receive grants with active users (polish product)
  - Customers will be willing to pay if they really think it is worth it
  - Paying $5 is definitely better than paying $2K

- IT
  - Usually apps are undercharges as there are plenty free apps available

- One of SMU Grant
  - 10K

- IIE
  - Run by SMU Alumni
  - Can visit there

- Functionality
  - Static slider will be changed to show promotions
  - Slider will link to the main page

Minutes recorded by:
Seol Hye Ri