

## SPONSOR MEETING MINUTES

<b>Date:</b>	21/07/2015
<b>Time:</b>	1900hrs
<b>Venue:</b>	Benches outside Subway at SIS
<b>Attendees:</b>	Diana Binte Eddie, Eva Tan Guan Hua, Claudia Foong Pui Shuen , Goh Yi Xuan, Karen Lim Wen Yan, Vu Hoang Minh
<b>Agenda:</b>	1. Gathering Sponsor's requirements

No.	Task	Follow Up(Person-In-Charge)	Deadline
1.	<p><b>Gathering Sponsor's requirements</b>  <b>Objective of VersaAnalytics (Refer to baremetrics, buffer for examples):</b></p> <ol style="list-style-type: none"> <li>1. Data-monetisation</li> <li>2. Mainly operations data</li> </ol> <p><b>For Operators:</b></p> <ol style="list-style-type: none"> <li>1. Data generated from daily work to create meta-data for efficiency projections.</li> <li>2. From these data, improve operations efficiency and formulate pricing strategies.</li> </ol> <p><b>For Customers (e.g. Zalora):</b></p> <ol style="list-style-type: none"> <li>1. Commit Fulfilment Rate to secure contracts</li> </ol> <p><b>For Business Owner:</b></p> <ol style="list-style-type: none"> <li>1. Identify top paying customers and focus on business values to them (for hard-selling/cross-selling).</li> <li>2. Drop loss customers to free up resources to maximise profits.</li> <li>3. Maximising current assets (fixed costs) → Market diversification(?) e.g Uber to do deliveries</li> </ol> <p><b>For Government Bodies:</b></p> <ol style="list-style-type: none"> <li>1. Compare efficiency of specific industries (in this case logistics SMEs) in Singapore vs other parts of the world</li> <li>2. Through VersaFleet Analytics (VA to show that the environment for investment in SG is healthy), get companies to set up their HQ in</li> </ol>	Come up with a brief scope for FYP. (Team)	16082015

	<p>Singapore</p> <p>3. Through VersaFleet Analytics, get companies to expand their operations to Singapore</p> <p><b><u>End-User Data:</u></b></p> <ol style="list-style-type: none"> <li>1. Sell filtered data back to logistics SMEs</li> <li>2. Sell anonymised data to government</li> <li>3. Extrapolate data and sell it to companies for customer acquisition or targeted sales e.g. Starhub's undergraduates' females info to Zalora</li> </ol> <p>***Actionable intelligence</p> <p><b><u>Technical Aspect:</u></b></p> <ol style="list-style-type: none"> <li>1. Restful json</li> <li>2. Real time (Upon request: Changes as user refreshes the page)</li> <li>3. Responsive web app</li> <li>4. Reference Baremetrics for UI</li> </ol>		
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Vetted by: Eva

Follow up: To be circulated amongst team