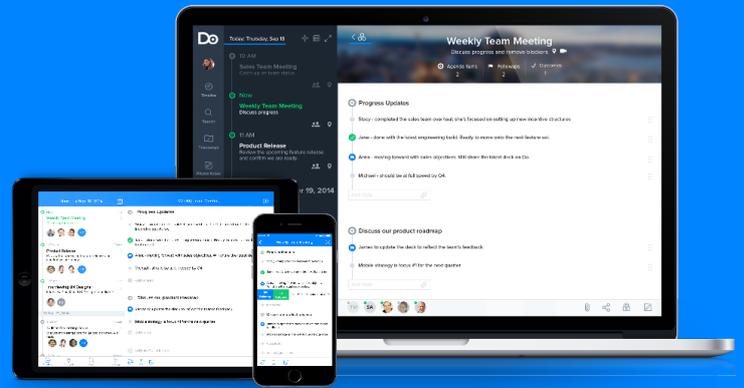




Cotap

Case Study for running meetings with Do



Cotap, a San Francisco-based software startup, is a mobile messaging application for teams. Cotap allows users to find and connect with other users who share their corporate email domain.

A constant refrain they were hearing from their team is that they came to meetings unprepared. They felt like the meeting name and list of attendees weren't enough context for them to know what to expect. They tried using the meeting description field, but this wasn't useful for recurring meetings.

"We're sometimes able to skip meetings entirely, because we'll find ourselves looking at an empty agenda. That's the best kind of meeting of all."

-Zack Parker, Co-Founder & CTO, Cotap

They also tended to have trouble knowing how much time to allocate to individual topics. Oftentimes, people would come into meetings with things they wanted to address, but they'd run out of time before that could happen.

Now, almost all company meetings are run on Do. Their meetings have become more collaborative, and they haven't heard any complaints about people being surprised or unprepared. They do a better job of knowing when to move on to new topics, because they know what the queue of things looks like. People who aren't able to attend meetings often check the notes on Do, so they can get up to speed.

"It's so amazing to have all the notes/follow ups accessible and organized. It's like a change tracker. And beats the hell out of digging through my notebook."

-Christina Lucey, Head of Product, Cotap

The primary driver of Do usage at Cotap came from the engineering leads. They began using it to organize their own team meetings, and then began to want to use it in other meetings, too. At first, Zack says, "I was reluctant to cede control of the agenda for my weekly meeting with my reports, but I've become a convert." To date, the company has run almost 900 meetings in the last 5 months using Do, and plans to continue using it to ensure their meetings stay on track.

How Do Helps Meetings:

- More collaborative
- No one is unprepared
- No surprises
- Knowing when to move on to new topics
- Meetings can be cancelled entirely, if there's an empty agenda