

TECHNICALLY
SIMPLE

meeting minutes

TASK LIST

OCTOBER

- 10/17: CALENDAR DUE [WHOLE TEAM]
- 10/18: OPERATIONS & MANAGEMENT PLAN [MICHELLE]
- 10/19: FINANCIAL FACTORS [COLLEEN & SPENCER]
- MARKET STRATEGIES [WHOLE TEAM]
- 10/20: CREATIVE BRIEF [JOE & ALEX]
- 10/21: SUBMIT CREATIVE BRIEF
<<FOR FEEDBACK ON BRANDING>>
- 10/25: BRANDING BOARD & COLORS [JOE & ALEX]
- 10/27: BRANDING BOOK RESEARCH [ALEX]
- 10/28: INITIAL LOGO CONCEPTS [JOE & ALEX]
- SUBMIT FINANCIAL FACTORS & MARKET STRATEGIES
<<FOR FEEDBACK & TO CONFIRM ON RIGHT PATH>>
- 10/31: FINAL LOGO [JOE & ALEX]

NOVEMBER

- 11/3: LAUNCH PARTY RESEARCH [COLLEEN]
- 11/6: BRANDING BOOK [JOE & ALEX]
- 11/9: FINAL LAUNCH PARTY PLAN [COLLEEN]
- MOCK PRESS RELEASE [MICHELLE]
- 11/11: SUBMIT BRANDING BOOK, LAUNCH PARTY PLAN, &
PRESS RELEASE
<<FOR FINAL REVIEW>>
- 11/12: MOCK AD 1: SOCIAL MEDIA [WHOLE TEAM]
- MOCK COMPANY WEBSITE [ALEX]
- 11/13: MOCK AD 2: PRINT [WHOLE TEAM]
- FINALIZING COMPANY STATIONARY [WHOLE TEAM]
- 11/14: MOCK AD 3: DIRECT MAIL [SPENCER]
- 11/15: BEGIN FINAL PRESENTATION PLANNING [WHOLE
TEAM]
- 11/17: DETERMINE ORDER OF PRESENTATION [WHOLE
TEAM]
- 11/18: DESIGN PRESENTATION [ALEX]
- 11/20: FINAL TOUCH UPS [WHOLE TEAM]
- 11/21: PRACTICE PRESENTATION [WHOLE TEAM]

DECEMBER

- 12/1-12/4: SLACK TIME & FINAL PRESENTATION PRACTICE
- 12/5, 12/7, 12/12: FINAL PRESENTATION

MEETING MINUTES OCTOBER 19, 2016

I. CALL TO ORDER

ALEX CALLED TO ORDER THE REGULAR MEETING FOR TECHNICALLY SIMPLE AT 3:40PM ON OCTOBER 19, 2016 AT BULEY LIBRARY.

II. ROLL CALL

MICHELLE CONDUCTED A ROLL CALL. THE FOLLOWING PERSONS WERE PRESENT: ALEX, MICHELLE, SPENCER, JOE

III. OPEN ISSUES

A) THERE WAS NO OLD BUSINESS TO DISCUSS.

IV. NEW BUSINESS

A) ESTABLISHING ROLES FOR EACH TEAM MEMBER.

WE CAME UP WITH ROLES FOR EACH MEMBER TO HAVE IN OUR BUSINESS SO THAT WE CAN MOVE FORWARD WITH FINANCIAL FACTORS AND STRUCTURE FOR OUR BUSINESS/BUSINESS PLAN.

* ALEX - CREATIVE DIRECTOR (CHIEF BRANDING OFFICER)

* SPENCER - CREATIVE DIRECTOR (STRATEGY/SENIOR PROJECT MANAGER)

* COLLEEN - CREATIVE DIRECTOR (EVENT COORDINATOR/DESIGNER)

* JOE - CREATIVE DIRECTOR (DESIGNER/ILLUSTRATOR)

* MICHELLE - CONTROLLER/STUDIO DIRECTOR

B) ESTABLISH SET SERVICES THAT WE PROVIDE TO OUR CLIENTS.

WE WANT TO CREATE CUSTOMIZABLE PACKAGE DEALS FOR EACH OF OUR CLIENTS. SINCE OUR SERVICES WILL BE TAILORED TO FIT OUR CLIENTS NEEDS, WE WILL REQUIRE A CONSULTATION BEFORE MOVING FORWARD WITH CUSTOMIZING SERVICES FOR THEM. THE FOLLOWING GENERAL SERVICES WE CAME UP WITH WERE:

* BRANDING, DIGITAL & PRINT MARKETING, AND EVENTS

THESE ARE JUST THE GENERAL SERVICES WE WILL BE PROVIDING, BUT UNDER EACH SERVICE, THERE WILL BE SUBHEADS

OF MORE DETAILED SERVICES THAT WE WILL PROVIDE SUCH AS PR, SOCIAL MEDIA, GRAPHIC DESIGN, ETC.

C) STILL NEED TO ESTABLISH PRICING FOR SERVICES BUT RAN OUT OF TIME.

QUESTIONS WE NEED FOR MONDAY:

* HOW SHOULD WE BE SETTING UP OUR PRICING MODEL? (SET PRICES FOR PACKAGE DEALS, AND HOURLY RATES FOR À LA CARTE SERVICES)

* WOULD IT BE ACCEPTABLE FOR US TO WORK IN A CO-WORK SPACE RATHER THAN AN OFFICE BUILDING, IN ORDER TO BE MORE COST EFFECTIVE FOR THE COMPANY?

O NEED TO FIGURE THIS OUT BEFORE WE CONTINUE TALKING ABOUT OTHER FINANCIAL FACTORS AND COSTS.

V. ADJOURNMENT

ALEX ADJOURNED THE MEETING AT 4:42PM

MINUTES SUBMITTED BY: MICHELLE

MEETING MINUTES OCTOBER 26, 2016

I. CALL TO ORDER

ALEX CALLED TO ORDER THE REGULAR MEETING FOR TECHNICALLY SIMPLE AT 3:00PM ON OCTOBER 26, 2016 AT BULEY LIBRARY.

II. ROLL CALL

MICHELLE CONDUCTED A ROLL CALL. THE FOLLOWING PERSONS WERE PRESENT: ALEX, MICHELLE, SPENCER, JOE, AND COLLEEN

III. OPEN ISSUES

A) THERE WAS NO OLD BUSINESS TO DISCUSS.

IV. NEW BUSINESS

A) RESEARCHING CO-WORKING SPACES:

- REGUS (NEW HAVEN) - CALLED THE COMPANY TO INQUIRE ABOUT THE RENT PRICE FOR A CO-WORKING SPACE IN THEIR NEW HAVEN OFFICE.

- PRICING IS BASED ON LOCATION

- \$1,567 PER MONTH (ALL INCLUDED) -- 24/7 ACCESS; CAN LOCK YOUR OWN OFFICE; ELECTRICITY INCLUDED.

- NO UTILITY COSTS (PRINTING IS A LA CARTE)

O JOSEPH (REGUS ACCOUNT MANAGER): 972-865-4608
(DIRECT #)

B) DISCUSSED A LITTLE BIT ABOUT BUDGET & SALARIES:

* 5 NEW 21 INCH MONITOR IMACS FOR THE OFFICE -- \$5,425

* \$1,567 PER MONTH FOR CO-WORKING SPACE (FOR THE
YEAR -- \$18,804)

* SALARY PER TEAM MEMBER -- \$36,000 (X5 MEMBERS =
\$180,000)

O EACH MEMBER WOULD GET PAID \$3,000 PER MONTH

* HAVE TO DETERMINE HOW MUCH IT WOULD COST TO HIRE
A PATENT ATTORNEY SO THAT WE CAN TRADEMARK THE
COMPANY NAME, TECHNICALLY SIMPLE.

* DIDN'T GET TO FINISH TALKING ABOUT THIS SO WE STILL
HAVE MORE THINGS TO DETERMINE ON THIS TOPIC.

C) ALEX ASSIGNED TASKS TO EACH GROUP MEMBER:

* MICHELLE - CREATE JOB DESCRIPTIONS FOR EACH OF OUR
ROLLS

* COLLEEN - GOING TO GET FURTHER INFO IN REGARDS TO
TAXES FOR THE CORPORATION AS WELL AS PATENT
INFORMATION

* SPENCER - RESEARCHING OFFICE SUPPLY COSTS

* ALEX & JOE - RESEARCHING STATIONARY AND
ADVERTISING COSTS

V. ADJOURNMENT

ALEX ADJOURNED THE MEETING AT 4:40PM

MINUTES SUBMITTED BY: MICHELLE

MEETING MINUTES NOVEMBER 2, 2016

I. CALL TO ORDER

ALEX CALLED TO ORDER THE REGULAR MEETING FOR TECHNICALLY SIMPLE AT 3:00PM ON NOVEMBER 2, 2016 AT BULEY LIBRARY.

II. ROLL CALL

MICHELLE CONDUCTED A ROLL CALL. THE FOLLOWING PERSONS WERE PRESENT: ALEX, MICHELLE, SPENCER, JOE, AND COLLEEN

III. OPEN ISSUES

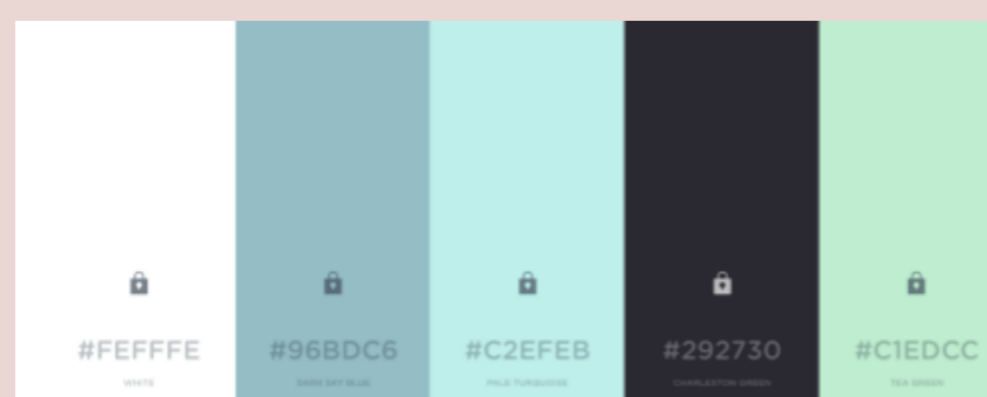
A) THERE WAS NO OLD BUSINESS TO DISCUSS.

IV. NEW BUSINESS

A) WORKED TOGETHER TO COME UP WITH A GROUP DECISION ON A COLOR SCHEME

- USED COLOURS.CO À #FEFFFE (WHITE SHADE), #96BDC6 (DARK SKY BLUE), #C2EFEB (PALE TURQUOISE), #292730 (CHARLESTON GREEN), #C1EDCC (TEA GREEN)
- COMING UP WITH COLORS THAT WE ALL AGREED WITH WAS MORE DIFFICULT THAN WE THOUGHT.

I. WE EVENTUALLY AGREED ON ALL THE COLORS LISTED ABOVE WHICH WILL BE USED IN OUR LOGO AND ON OUR WEBSITE.



* NOW THAT WE HAVE THESE COLORS SELECTED, GROUP MEMBERS CAN MOVE ON WITH THE NEXT STEPS OF THE BRANDING PROCESS OF OUR BUSINESS PLAN.

V. ADJOURNMENT

ALEX ADJOURNED THE MEETING AT 4:45PM

MINUTES SUBMITTED BY: MICHELLE.