

Meeting w/ Mr. Manickam 06/27

NOTES

- Science based vs Influencer Based
 - Explore influencers
 - Price multiple moderate collegiate athletes
 - Price out both routes science vs influencer
 - Endorsements by doctors?
- Create a product positioning matrix (xy grid of price vs type)
 - Look for holes to find how I will position my idea
- Mission statement: lifestyle vs science
 - Mix of product and positioning and company's cultural elements
 - For everyone: stakeholders, press, employees, consumers
 - Look at other companies' missions
 - Lifestyle conveys emotion; science conveys intelligence
- Business Principle
 - Take your emotions out of business decisions
 - Will the product be accepted by random strangers?
 - What's the cheapest & quickest way to get undeniable proof im onto something -- this is what investors want to see
 - Find objective inputs
- Manufacturing Quotes
 - Get 2-3 quotes from various manufacturers
- Book recommendation

- Lean startup