



MODWATCH – MEETING MINUTES

Attendance:

Alex Pirie	Phil Bladen	Plamen Ivanov	Oyinkansola Ayoola
Ellie Prosser	Matt Bridges		

Apologies:

Mega Tung	Demi Antypa		
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Absences:

Adham Mohsen			
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Minutes:

- Concerted effort put in to complete every section of the business canvas.
- Allocated sections to each person:
 - Plamen: cost structure
 - Ellie: customer relationships
 - Matt: key resources
 - Oyin: key partners
 - Phil: value propositions
 - Alex: key activities
- The mapping of the content to the final business plan sections will be done later. Aim for a page of content per person.

Actions:

- Everyone should write up around a page of information on their chosen section on the Google Doc. Don't bother making it formal, content is the priority for now.
- For those not in the meeting, the remaining sections are:
 - Customer segments
 - Channels
 - Revenue streams