

Fearless Reviews

Meeting Minutes 2008/01/19

Particulars

Date	2008/01/19
Medium	Kubo Radio
Purpose	Initial meet & greet to discuss the idea.
Status	Requirements Gathering
Attendees (Alphabetical)	Patrick Pritchard Jessica van Vliet
Minutes	<ul style="list-style-type: none"> • Discussed overall concept of site • Possible methods of interaction / user redirection: <ul style="list-style-type: none"> ○ Website ○ Search engines ○ Facebook ○ Viral Marketing ○ Grass Roots Advertising • Need to establish "content seed" <ul style="list-style-type: none"> ○ No real point in putting out an empty site ○ Need to establish a usable base of reviews and create a schedule for additions • Focus on one geographical area first and work out from there • Try to get a good cross section of food types (different cultures, price ranges, target age demographics) • Establish resources that we need: <ul style="list-style-type: none"> ○ Editor (Patrick: Leo?) ○ PR (Patrick: Rhianna?, Kristin?) ○ Reviewers (Jessica: Agata? Patrick: Nick/Cat?)
Next Meeting	TBD

High Level Milestones

Activity	Target Date	Status
Business Plan	TBD	Open
URL	TBD	Pending Business Plan
Presentation Methods	TBD	Pending Business Plan

Action Items

Item #	Description	Priority	Date Raised	Assigned To	Target Date	Status
1	Create formalized business case	High	2008/01/19	Jessica van Vliet	TBD	Open
2	Search for URL Name	High	2008/01/19	Jessica van Vliet	TBD	Open
3	Investigate Caricature Idea	Medium	2008/01/19	Jessica van Vliet	TBD	Open
4	Define Required Resources			All	TBD	Open
5	Investigate availability of volunteers (Patrick)	Medium	2008/01/19	Patrick Pritchard	TBD	Open
6	Investigate availability of volunteers (Jessica)	Medium	2008/01/19	Jessica van Vliet	TBD	Open

Risk Log

Item #	Description	Priority	Date Raised	Raised By	Assigned To	Status	Comments

Issues Log

Item #	Description	Priority	Date Raised	Raised By	Assigned To	Status	Comments