Meeting to talk about the WanderWays site and backend application

Steve, Brandon, Cory, Chuck, Marisa, Danny

* How far are we currently
  + From Chuck –
  + Design and mock-up is done
  + Most of the HTML and CSS (dummy code) is done
  + Still needs the full wire-up
  + No frontend interfaces have been started other than the main WanderWays website
    - The real frontend would be where the customers go in and book and reserve sites and ecommerce type stuff
  + The mobile version has mock-ups but has not been coded – we would really like this
  + Questions – go with API sockets vs normal coding – Adobe ColdFusion vs WordPress type plug-ins
* When could we release this product?
  + Start with the MVP model – get things from Chuck and Marisa to figure out the minimum viable product
  + Question… What is finished? Still somewhat unknown
  + Steve would really like to break things down into smaller and smaller pieces
  + Going back to MVP
  + Marisa would love to release this product in the winter/spring if possible
    - Some campgrounds are year round and some only have certain seasons
  + If a focus was made… could we do something like this in 6-8 months? Not sure.
  + We may need to break things down into smaller pieces
  + Steve & Cory really want to start looking at what will be required and smaller pieces and virtual prep work
  + There is a backlog currently – almost a month – for development work
  + Some of that backlog deals with funding and priorities
  + Steve was pitching a staged release schedule
  + Lots of product coordination and planning to help it roll out smoothly and correctly
* What would be the cost?
  + Spitball or ballpark - $20K+ (just for the backend – just a stating number)
  + Which pieces do we want to finish
  + $30K for backend
  + $10K for mobile
  + $10K for frontend
    - Thoughts from Chuck
    - WordPress plug-in
    - Lots of existing WordPress sites (their websites)
    - One downfall – styling and consistency (switching between sites – theirs and ours)
    - Use API sockets
    - There is a guy by the name of Spencer Garner who does some awesome PHP, WordPress, and Woo Commerce plug-ins
  + $10-$20 K flex – put the whole thing together – project management and coordination
  + $10K marketing
  + $10K training
  + $10K sales
  + $35K already put into the project
  + $10K maintenance
  + $5K new dedicated server – say for a year’s worth of hosting
  + $5K testing and prototyping
  + $10K research, round two, in process tuning – needs & wants
* Strategy
  + We need the backend tools – priority one
  + Second, we would really like the mobile version
  + Third, the customer frontend where the actual customers interact and do reservations on their own (almost ecommerce type level)
  + Danny really thinks that we should do the full meal deal vs tiny pieces
  + Everybody seems to be onboard with doing everything – full overall picture
  + Check with Mike about a possible MVP release vs the full overall picture… worth checking into – see what he wants
  + Training…
    - We have just scratched the surface there… lots of talk about videos and short/quick on demand training
    - Just in time and on demand type training… laser focused – everything online
  + People really want to do everything online… the customers are expecting full online booking and tools – expectations
  + We have a sweet team to help make this work… awesome potential
  + Mike may be interested in building his own team doing sales, support, ect.
    - They are coming at this from a CPA’s point of view… help them do their ops and then eventually it all rolls into accounting
  + Question… who is going to own it, maintain it, fund it, sell and push it
  + Question… what is everything? Do we even know that yet?
  + Question… what is needed on the accounting side?
  + Cost analyst and marketing analyst – ROI (return on investment) – we really want to do this.
  + Market feasibility study – Marisa really wants to do this… already on her list
  + Looking at the competition and what they offer – old vs new, offerings, look and feel, expectations
  + Looking at things from different angles… get out there quick, try to do the full build and release, nickel and dime it (self funded), fully funded (investors), commercial release, etc.
  + Marisa thinks that even a partial product could gain market share
  + This industry is different than the cannabis industry
  + From Steve… we are already somewhat on round two of what is needed. We don’t want to do anything with the first version (Steve and Will and Shari O.). We definitely want to the Chuck, Marisa, and Danny version.
  + Selling the sizzle, not the steak
* Next Steps
  + Marisa and Chuck – MVP for the backend
  + Steve and Cory – quoting out those MVP pages and sections
  + Online ordering – needed – needs to be part of the first round
    - We can trim this down for the first release
    - Is my trailer going to fit? Basics…
    - What else do I get? Extras… Picnic table, shade, water, restrooms, parking, etc.
    - Photos and rough map (layout)
    - Ecommerce and able to explore and poke around a bit
  + Marisa doing the market study
  + Help the potential investor really buy in to this project… all the way through to the end