

Austin Cupp

Professor Porcher

IDS 494

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### **Reflection Essay 3**

Once we had concluded the meeting with our professor, we got an idea of what we should include in our paper, and I pitched a few ideas regarding what pictures we could use for our portfolios. Madelene then scheduled a meeting for us separate from our professor. In this meeting, Madelene, Fenton, and myself began to discuss our target market, marketing strategy, what pictures we would include in our ePortfolio, and what the name of our innovation would be, which is EzDetection. After this meeting, Madelene found a location we could use as an office space, and crafted a logo for our business, which I used to help create a Facebook page. Fenton also created a budget table that would display all the costs for our business. For our ePortfolio pictures, we decided to use a picture of the office space listing, a picture of our logo, a picture of our Facebook page, a picture of us in a Zoom meeting, and a picture of our budget table. Madelene then set up another meeting for us, where me, her, and Fenton discussed what our next steps would be for EzDetection, what would demonstrate that EzDetection is effective, how to turn EzDetection into reality, and what courses relate to our innovation that are outside of our majors. After this meeting, we three continued to touch base in our group chat as to how everyone was doing and if we were all on the same page, which remained the case until the submission of our assignments.