

## James Elba

- Head of Product @ Brooklyn Nine Ventures
- PM consultant - helps with scoping/building MVPs, structuring PM processes, hiring & go-to-market strategies
- Contoso.ai Founder

### Motivations:

- To get leads for consulting and deals
- Product management, mentoring new founders, interesting AI

TOPIC: Product management and UX

GOAL: Get tangible PM advice and UX testing

### PLAN:

1. General overview elevator pitch + touch on long-term API potential
2. Current challenges
  - a. Positioning user privacy to convey trust
  - b. Collecting data for our ML
  - c. Making the product sticky and optimizing UX
3. What processes do you love for product management?
4. What tools do you love for PM?
5. How did you do user testing at Contoso?
6. Where do most first-time technical founders go wrong with product management?
7. How did you decide to turn Contoso.ai into an API rather than bake it into another product?
8. What challenges do you foresee us facing?
9. Ask if he wants to be on our mentor updates