



## A Sample Title - The SocioEconomic Aspects of Stock Assessments

*with non-English diacritics in the author names. See documentation.*

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Social Chicken  
Tools for Open Science  
<https://github.com/nmfs-opensci>

# 1 Product Dossier: [Research Reporting Automation]

Research Reporting Automation is a practical workshop for researchers, lecturers, analysts, finance teams, and operations teams who struggle with repetitive reporting, manual copy-paste work, inconsistent templates, slow report production, or reports that are difficult to reproduce. The product helps participants understand how a reporting process can become more structured, repeatable, and partly automated, without turning it into a programming course or a technical deep dive.

The session is designed around doing, not just listening. Participants first get a short explanation of what a repeatable reporting workflow is: structured input, clear transformation steps, reusable templates, and consistent outputs. They then work through a guided example where data or structured information is turned into a report-style output. After that, they apply the idea to their own reporting process and identify which parts could be standardized, automated, or improved.

This product is timely because many organizations are under pressure to work more efficiently with data, reporting, and digital tools. In the Netherlands, AI and digital adoption are rising: CBS reported that 22.7 percent of companies with ten or more employees used one or more AI technologies in 2024, an increase of nearly 9 percentage points compared with 2023. CBS also notes that among companies using AI, administrative processes and management tasks are one of the main application areas. For research organizations, the broader movement toward Open Science and FAIR research data also increases the need for more transparent, reusable, and reproducible workflows. NWO has had a Research Data Management policy since 2016, aimed at making research data generated through NWO-funded projects as open and FAIR as possible.

In plain language, this product helps people move from “we keep making reports manually and every version is slightly different” to “we understand our reporting process, we know which steps can be standardized, and we have a first design for a repeatable reporting workflow.”

## *1 Product Dossier: [Research Reporting Automation]*

Participants walk away with a clearer understanding of reporting automation, a shared view of their current reporting process, and a practical result they can use immediately. This could be a reporting workflow map, a list of manual steps that can be automated, a reusable report structure, a data-to-report process sketch, or a first automation roadmap.

This product is worth researching because it fits several important requirements: it can be delivered in a maximum of four hours, it is accessible to a mixed group, it can be searched for online through terms such as reporting automation, automated reporting, research reporting, Excel to PDF workflow, dashboard automation, and reproducible reports, and it has room for differentiation. The strongest version of this product is not custom Excel repair or full software implementation, but a bounded workshop where participants learn how to recognize automation opportunities and design a cleaner reporting workflow.

For me, this product is interesting because it combines practical tools, reporting, research workflows, automation, structure, and visible value. It connects directly to my experience with Quarto, reproducible reporting, Excel-to-PDF workflows, dashboards, research support, and AI-assisted workflow design. The main risk is that the product becomes custom spreadsheet chaos or turns into implementation work before the problem is properly understood. That risk should be managed by keeping the first offer focused on mapping, redesigning, and demonstrating the reporting workflow, with implementation offered only as a clearly scoped follow-up.

## 2 1. Research Summary

### 2.1 1.1 Product Hypothesis

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| Field          | Answer  |
|----------------|---|
| Product name   | [Name]  |
| Category       | AI / Agile / Open Source / Infrastructure / Research / Simulation |
| Type           | Training / Workshop / Demonstration / Implementation Sprint       |
| Target group   | [Primary audience]  |
| Max duration   | 4 hours including introductions and breaks                        |
| Main promise   | [What participants can do after the session]                      |
| Current status | Idea / Needs Research / Interesting / Candidate / Dropped         |

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### 2.2 1.2 One Sentence Product Pitch

[Write one clear sentence.]

Example:

A four-hour hands-on workshop where research teams learn how to use AI safely and practically in their research workflow without turning it into generic prompting training.

### 2.3 1.3 Why This Product Might Be Worth Researching

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| Reason                   | Evidence Needed                                       | Notes |
|--------------------------|---|-------|
| People search for this   | Search terms, Google results, LinkedIn posts          |       |
| The problem is urgent    | Regulations, cost pressure, skills gap, workflow pain |       |
| Existing offers are weak | Too generic, too technical, too expensive, too long   |       |
| I can deliver it well    | Existing experience, tools, examples, network         |       |

## 2 1. Research Summary

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| Reason            | Evidence Needed  | Notes |
|-------------------|--|-------|
| It fits my energy | Interaction, creativity, practical output, not endless support |       |

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## 3 2. Personal Fit

### 3.1 2.1 Why This Is a Good Idea for Me

This product fits me because:

- I can translate complex systems into understandable language
- I can combine teaching, facilitation, tools, and practical examples
- I prefer live learning experiences over abstract advice
- I have experience with AI tools, open-source infrastructure, reporting, research workflows, and simulations
- I can make the session concrete instead of vague

### 3.2 2.2 Energy Fit Check

| Question                                     | Yes                      | Maybe                    | No                       | Notes |
|--|--------------------------|--------------------------|--------------------------|-------|
| Would I enjoy giving this more than once?    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Is there enough interaction with people?     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Is there enough room for creativity?         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Is the technical work bounded?               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Does it avoid becoming endless support?      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Does it create visible value in one session? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Does it connect to my existing work?         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |

### 3.3 2.3 Do Not Sell This If

| Warning Sign                            | Present                  | Notes |
|---|--------------------------|-------|
| It becomes generic consulting           | <input type="checkbox"/> |       |
| It requires too much custom preparation | <input type="checkbox"/> |       |
| It depends on fragile technical setup   | <input type="checkbox"/> |       |
| It turns me into helpdesk support       | <input type="checkbox"/> |       |
| It has no clear output after 4 hours    | <input type="checkbox"/> |       |

### 3 2. Personal Fit

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| Warning Sign                       | Present | Notes |
|------------------------------------|---------|-------|
| It is too generic to market online | [ ]     |       |

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## 4 3. Market Research

### 4.1 3.1 Market Problem

Describe the real problem this product solves.

| Question                              | Answer |
|---------------------------------------|--------|
| What is the current pain?             |        |
| Who feels this pain?                  |        |
| Why is this problem happening now?    |        |
| What happens if they do nothing?      |        |
| What are they already trying?         |        |
| Why are current solutions not enough? |        |

### 4.2 3.2 Market Drivers

| Driver                 | Relevance           | Evidence                                | Source   |
|------------------------|---------------------|---|----------|
| Regulation             | Low / Medium / High | [Example: AI literacy obligation]       | [Source] |
| Cost pressure          | Low / Medium / High | [Example: replacing paid tools]         | [Source] |
| Skills gap             | Low / Medium / High | [Example: teams lack practical skills]  | [Source] |
| Productivity pressure  | Low / Medium / High | [Example: reporting and admin workload] | [Source] |
| Privacy concern        | Low / Medium / High | [Example: local AI demand]              | [Source] |
| Digital transformation | Low / Medium / High | [Example: SME adoption gap]             | [Source] |

### 4.3 3.3 Search Demand

Write search phrases real buyers might use.

### 4 3. Market Research

| Search phrase | Buyer intent                          | Strong / Medium / Weak | Notes |
|---------------|---------------------------------------|------------------------|-------|
| [keyword 1]   | Learn / Buy / Compare / Solve problem |                        |       |
| [keyword 2]   | Learn / Buy / Compare / Solve problem |                        |       |
| [keyword 3]   | Learn / Buy / Compare / Solve problem |                        |       |
| [keyword 4]   | Learn / Buy / Compare / Solve problem |                        |       |
| [keyword 5]   | Learn / Buy / Compare / Solve problem |                        |       |

#### 4.4 3.4 Search Intent Analysis

| Intent                          | Is this present?         | Notes |
|---------------------------------|--------------------------|-------|
| People want a training          | <input type="checkbox"/> |       |
| People want a workshop          | <input type="checkbox"/> |       |
| People want implementation help | <input type="checkbox"/> |       |
| People want comparison of tools | <input type="checkbox"/> |       |
| People want compliance support  | <input type="checkbox"/> |       |
| People want cost reduction      | <input type="checkbox"/> |       |
| People want privacy or control  | <input type="checkbox"/> |       |

#### 4.5 3.5 Competitor Scan

Search for existing offers and fill this table.

| Competitor | Product | Target group | Duration   | Price   | Strength            | Weakness |
|------------|---------|--------------|------------|---------|---------------------|----------|
| [Name]     | [Offer] | [Audience]   | [Duration] | [Price] | [What they do well] | [Gap]    |
| [Name]     | [Offer] | [Audience]   | [Duration] | [Price] | [What they do well] | [Gap]    |
| [Name]     | [Offer] | [Audience]   | [Duration] | [Price] | [What they do well] | [Gap]    |
| [Name]     | [Offer] | [Audience]   | [Duration] | [Price] | [What they do well] | [Gap]    |

#### 4.6 3.6 Saturation Check

### 4 3. Market Research

| Question  | Answer |
|---|--------|
| Are there many offers with this exact topic?      |        |
| Are most offers generic or specific?              |        |
| Are most offers online courses or live workshops? |        |
| Are most offers practical or theoretical?         |        |
| Are prices visible?                               |        |
| Is there space for a hands-on 4-hour version?     |        |

## 4.7 3.7 Market Gap

| Gap Type                             | Present                  | Notes |
|--------------------------------------|--------------------------|-------|
| Too theoretical                      | <input type="checkbox"/> |       |
| Too technical                        | <input type="checkbox"/> |       |
| Too generic                          | <input type="checkbox"/> |       |
| Too expensive                        | <input type="checkbox"/> |       |
| Too long                             | <input type="checkbox"/> |       |
| Not local or privacy-friendly        | <input type="checkbox"/> |       |
| Not designed for researchers or SMEs | <input type="checkbox"/> |       |
| No concrete output                   | <input type="checkbox"/> |       |

## 4.8 3.8 Buyer Persona

| Persona                  | Description   |
|--------------------------|---|
| Role                     | [Example: research coordinator, team lead, SME owner] |
| Sector                   | [Education, public sector, SME, logistics, research]  |
| Main pain                |   |
| What they want           |   |
| What they fear           |   |
| What would make them buy |   |
| What would stop them     |   |

## 4.9 3.9 Willingness to Pay Estimate

### 4.3. Market Research

| Signal                | Low                      | Medium                   | High                     | Notes |
|-----------------------|--------------------------|--------------------------|--------------------------|-------|
| Problem is urgent     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Has budget owner      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Saves time or money   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Supports compliance   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Helps team capability | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Easy to explain       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |

## 4.10 3.10 Market Research Conclusion

| Research Question                     | Answer             |
|---------------------------------------|--------------------|
| Is there visible demand?              | Yes / No / Unclear |
| Is the market oversaturated?          | Yes / No / Unclear |
| Is there a clear niche?               | Yes / No / Unclear |
| Can I explain the value quickly?      | Yes / No / Unclear |
| Should this move to execution design? | Yes / No / Maybe   |

Short conclusion:

[Write 5 to 8 sentences.]

## 5 4. Product Positioning

### 5.1 4.1 Product Promise

After this session, participants will be able to:

- [Outcome 1]
- [Outcome 2]
- [Outcome 3]

### 5.2 4.2 Unique Selling Proposition

[One sentence.]

Example:

A practical, hands-on workshop that helps research teams apply AI safely to real workflows instead of learning generic prompting tricks.

### 5.3 4.3 Positioning Table

| Dimension                        | This Product |
|----------------------------------|--------------|
| Practical vs theoretical         |              |
| Beginner vs advanced             |              |
| Tool-focused vs workflow-focused |              |
| Generic vs niche                 |              |
| Training vs implementation       |              |
| Individual vs team-based         |              |

### 5.4 4.4 What This Product Is Not

This product is not:

- generic inspiration session
- unlimited technical support

#### *5 4. Product Positioning*

- full implementation project
- long theoretical course
- vendor sales pitch

## 6 5. Execution Template

### 6.1 5.1 Delivery Format

| Item                               | Choice                              |
|------------------------------------|-------------------------------------|
| Preferred format                   | Physical / Remote / Hybrid          |
| Can be remote                      | Yes / No / With changes             |
| Can be hybrid                      | Yes / No / Only with co-facilitator |
| Needs online environment           | Yes / No / Optional                 |
| Needs laptops                      | Yes / No / Optional                 |
| Needs post-its                     | Yes / No / Optional                 |
| Needs participant data or examples | Yes / No / Optional                 |

### 6.2 5.2 Group Size

| Group Size | Suitability         | Notes |
|------------|---------------------|-------|
| 1 to 5     | Low / Medium / High |       |
| 6 to 12    | Low / Medium / High |       |
| 13 to 20   | Low / Medium / High |       |
| 21 plus    | Low / Medium / High |       |

Recommended group size:

[Write recommendation.]

### 6.3 5.3 Required Materials

#### 6.3.1 Physical Materials

| Material | Required | Notes |
|----------|----------|-------|
| Post-its | [ ]      |       |

## 6.5. Execution Template

| Material           | Required | Notes |
|--------------------|----------|-------|
| Markers            | [ ]      |       |
| Flip-over          | [ ]      |       |
| Whiteboard         | [ ]      |       |
| Printed worksheets | [ ]      |       |
| Timer              | [ ]      |       |
| Name cards         | [ ]      |       |
| Voting stickers    | [ ]      |       |

### 6.3.2 Digital Materials

| Material           | Required | Notes |
|--------------------|----------|-------|
| Facilitator laptop | [ ]      |       |
| Presentation       | [ ]      |       |
| Online whiteboard  | [ ]      |       |
| Shared document    | [ ]      |       |
| Example dataset    | [ ]      |       |
| Example workflow   | [ ]      |       |
| Feedback form      | [ ]      |       |
| QR code            | [ ]      |       |

### 6.3.3 Participant Materials

| Participant Brings         | Required | Notes |
|----------------------------|----------|-------|
| Laptop                     | [ ]      |       |
| Charger                    | [ ]      |       |
| Headset                    | [ ]      |       |
| Own example                | [ ]      |       |
| Access to tools            | [ ]      |       |
| Account created beforehand | [ ]      |       |

## 6.4 5.4 Online Environment

## 6 5. Execution Template

| Tool                 | Use Case                         | Preferred |
|----------------------|----------------------------------|-----------|
| Miro                 | Sticky notes and visual workshop | [ ]       |
| Mural                | Sticky notes and visual workshop | [ ]       |
| FigJam               | Visual collaboration             | [ ]       |
| Excalidraw           | Simple open visual board         | [ ]       |
| Microsoft Whiteboard | Microsoft organizations          | [ ]       |
| Google Docs          | Simple shared writing            | [ ]       |
| Nextcloud document   | Open-source collaboration        | [ ]       |
| Obsidian Canvas      | Knowledge mapping                | [ ]       |

Chosen setup:

[Write selected online environment.]

Setup needed before session:

- [Board or document created]
- [Sections prepared]
- [Instructions added]
- [Access tested]
- [Backup link ready]

## 7 6. Detailed Session Design

### 7.1 6.1 Four Hour Version

| Time              | Block               | Purpose                 | Method                      | Output              |
|-------------------|---------------------|-------------------------|-----------------------------|---------------------|
| 10:00 to<br>10:10 | Welcome             | Start safely            | Short introduction          | Group ready         |
| 10:10 to<br>10:20 | Expectations        | Understand participants | Round or sticky notes       | Expectations list   |
| 10:20 to<br>10:35 | Problem framing     | Make the topic urgent   | Story and example           | Shared problem      |
| 10:35 to<br>11:00 | Concept explanation | Explain key idea        | Short teaching block        | Basic understanding |
| 11:00 to<br>11:30 | Exercise 1          | Experience the problem  | Individual or group work    | First insight       |
| 11:30 to<br>11:45 | Break               | Reset energy            | Break                       |                     |
| 11:45 to<br>12:20 | Core activity       | Apply the method        | Simulation or hands-on task | Working output      |
| 12:20 to<br>12:45 | Reflection          | Extract learning        | Guided discussion           | Insight list        |
| 12:45 to<br>13:05 | Own case            | Translate to own work   | Template or canvas          | Draft application   |
| 13:05 to<br>13:20 | Break               | Reset energy            | Break                       |                     |
| 13:20 to<br>13:40 | Action design       | Make it concrete        | Small group work            | Action plan         |
| 13:40 to<br>13:55 | Share back          | Improve quality         | Short presentations         | Feedback            |
| 13:55 to<br>14:00 | Closing             | Commit to next step     | Check-out                   | Final action        |

### 7.2 6.2 Two Hour Pilot Version

## 7 6. Detailed Session Design

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| Time              | Block               | Purpose               | Method                  | Output           |
|-------------------|---------------------|-----------------------|-------------------------|------------------|
| 10:00 to<br>10:10 | Welcome             | Start and frame       | Short intro             | Group ready      |
| 10:10 to<br>10:25 | Problem<br>framing  | Create urgency        | Story and<br>example    | Shared problem   |
| 10:25 to<br>10:50 | Core<br>explanation | Teach basics          | Short teaching<br>block | Understanding    |
| 10:50 to<br>11:20 | Exercise            | Apply idea            | Hands-on task           | Mini output      |
| 11:20 to<br>11:40 | Own case            | Translate to practice | Template                | Personal example |
| 11:40 to<br>11:55 | Action step         | Decide next move      | Action card             | First step       |
| 11:55 to<br>12:00 | Closing             | Feedback              | Check-out               | Evaluation       |

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## **8 7. Facilitation Script**

### **8.1 7.1 Opening Script**

Today is not a lecture. The goal is to make [topic] practical enough that you can use it in your own work. We will keep the theory short, work with examples, and end with a concrete output.

### **8.2 7.2 Problem Framing Script**

The reason this topic matters is that many teams are already dealing with [problem], but often without a clear method. That leads to wasted time, confusion, and inconsistent quality. In this session we make the problem visible and work toward a practical first step.

### **8.3 7.3 Transition to Exercise**

You do not need to get this perfect. The goal is to make your thinking visible. We will use the exercise to discover what works, what is unclear, and what needs to be improved.

### **8.4 7.4 Closing Script**

The value of this session is not only what we discussed, but what you can do next. Before we close, choose one concrete action you can take in the next week.

## 9 8. Outputs and Deliverables

### 9.1 8.1 Participant Output

At the end of the session, participants have:

- [Output 1]
- [Output 2]
- [Output 3]

### 9.2 8.2 Facilitator Output

After the session, I deliver:

| Deliverable                   | Included                 | Notes |
|-------------------------------|--------------------------|-------|
| PDF summary                   | <input type="checkbox"/> |       |
| Photo or export of board      | <input type="checkbox"/> |       |
| Action list                   | <input type="checkbox"/> |       |
| Resource list                 | <input type="checkbox"/> |       |
| Follow-up advice              | <input type="checkbox"/> |       |
| Optional implementation offer | <input type="checkbox"/> |       |

## 10 9. Remote and Hybrid Design

### 10.1 9.1 Remote Feasibility

| Requirement             | Needed                   | Ready                    |
|-------------------------|--------------------------|--------------------------|
| Video call link         | <input type="checkbox"/> | <input type="checkbox"/> |
| Online board            | <input type="checkbox"/> | <input type="checkbox"/> |
| Shared document         | <input type="checkbox"/> | <input type="checkbox"/> |
| Clear instructions      | <input type="checkbox"/> | <input type="checkbox"/> |
| Backup plan             | <input type="checkbox"/> | <input type="checkbox"/> |
| Shorter exercise blocks | <input type="checkbox"/> | <input type="checkbox"/> |

Remote design notes:

[Write adjustments.]

### 10.2 9.2 Hybrid Feasibility

| Requirement                       | Needed                   | Ready                    |
|-----------------------------------|--------------------------|--------------------------|
| Good room microphone              | <input type="checkbox"/> | <input type="checkbox"/> |
| Camera on room                    | <input type="checkbox"/> | <input type="checkbox"/> |
| Shared digital board for everyone | <input type="checkbox"/> | <input type="checkbox"/> |
| Co-facilitator                    | <input type="checkbox"/> | <input type="checkbox"/> |
| Remote participant check-ins      | <input type="checkbox"/> | <input type="checkbox"/> |

Hybrid recommendation:

[Yes / No / Only with co-facilitator]

Reason:

[Write reason.]

# 11 10. Pricing and Packaging

## 11.1 10.1 Possible Versions

| Version  | Duration        | Output                    | Price   | Notes            |
|----------|-----------------|---------------------------|---------|------------------|
| Pilot    | 2 hours         | Mini output               | [price] | Good for testing |
| Standard | 4 hours         | Full workshop output      | [price] | Main product     |
| Extended | 2 times 4 hours | Workshop plus application | [price] | Higher value     |

## 11.2 10.2 What Is Included

Included:

- preparation
- session design
- live delivery
- materials
- basic summary
- follow-up email

Not included:

- unlimited support
- custom software development
- full implementation
- ongoing maintenance
- extra sessions without agreement

## 12 11. Risk Analysis

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| Risk                 | Likelihood | Impact | Mitigation                       |
|----------------------|------------|--------|----------------------------------|
| Topic too broad      | Medium     | High   | Narrow promise                   |
| Too technical        | Medium     | High   | Use simple examples              |
| Too generic          | Medium     | High   | Pick specific audience           |
| Low market demand    | Medium     | High   | Validate with searches and pilot |
| Too much preparation | Medium     | Medium | Use reusable templates           |
| Remote energy drops  | Medium     | Medium | Shorter blocks and active tasks  |
| Becomes support work | Medium     | High   | Define scope clearly             |

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## 13 12. Pilot Plan

### 13.1 12.1 Pilot Audience

Possible pilot groups:

- colleagues
- researchers
- students
- project teams
- SME contacts
- Value Chain Hackers network
- Social Chicken network

### 13.2 12.2 Pilot Goal

The pilot should answer:

| Question                        | Answer |
|---------------------------------|--------|
| Do people understand the offer? |        |
| Do they find it relevant?       |        |
| Is the level right?             |        |
| Does the timing work?           |        |
| Is the output useful?           |        |
| Would they recommend it?        |        |

### 13.3 12.3 Pilot Feedback Form

Ask:

- What was most useful?
- What was unclear?
- Was the level too easy, right, or too hard?
- What would you change?
- Would you recommend this to someone else?

*13 12. Pilot Plan*

- What title would make you click on this workshop?

## 14 13. Final Decision

| Decision Question              | Yes                      | Maybe                    | No                       | Notes |
|--------------------------------|--------------------------|--------------------------|--------------------------|-------|
| Clear market demand            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Not oversaturated              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Fits my energy                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Can be delivered in 4 hours    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Has concrete output            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Can be sold clearly online     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |
| Should become finalist product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |       |

Final decision:

[Continue researching / Make pilot / Drop / Move to final shortlist]

## 15 14. Research Notes

Use this section for rough notes, links, observations, and ideas.

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