Costaflores
The Open Winery Project
Project Initiation Document

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The Open Winery Project

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0. Document Control

0.1. Revision History

Version	Author	Review	Reason For Issue	Date
1.0	Mike Barrow		Initial Release, only update on section 3.	5 October 2015
1.1	Mike Barrow			16 October 2015
1.2	Mike Barrow		Fleshing out new sections.	20 October 2015
1.3	Mike Barrow			17 January 2016
1.4	Mike Barrow		Preliminary distribution version	21 January 2016
2.0	Mike Barrow		First Release for Distribution	5 February 2016
2.112	Mike Barrow		First Release for Distribution, actually.	1 April, 2016
3.0	Mike Barrow	Mr. Sinatra	Dirty release for Wiki	22 Jun, 2016
3.1	Mike Barrow	JC	Update Tank 2	6 Jul, 2016
3.2	Mike Barrow	JC	Update Tank 3	7 Jul, 2016
3.3	Mike Barrow	EV	Update Tank 4 – winecoin processes	15 Jul, 2016
3.4	Mike Barrow	EV	Update Tank 5 – stockcoin, uncorkit	19 Jul, 2016
3.5	Mike Barrow		General polish and cleaning	20 Jul, 2016
3.6	Mike Barrow		Update Tank 6	31 Jul, 2016
4.0	Emi Velázquez	MB	Corrections to Tank 5	30 Aug, 2016
4.1	Mike Barrow		Minor update to Tank 2	8 Sep, 2016
5.0	Mike Barrow		Final changes before changing to costaflores.com/OpenWineryProject	22 Sep, 2016
5.1	Mike Barrow		Update Tank 6 for Traction	6 Oct, 2016

0.2. Document References

Ref	Referenced Item
1	

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1. Introduction

As advances in technology rapidly transform our world, the wine business, often perceived as an arcane mix of immutable tradition and arbitrary complexity, will not be exempt. With The Open Winery Project, Mike Barrow (boutique winery owner, heavyweight IT consultant and futurist) will open up the intricacies of the wine industry for inspection and show us what the near-future holds.

Beginning in 2017, Mike will be applying cutting edge technology-driven ideas to every aspect of his Costaflores boutique winery and presenting the results for all to see. Whether your interests lie in wine, technology or business; organic viticulture, cryptocurrencies or product distribution, The Open Winery Project will provide a uniquely fascinating petri dish for exploring current practices and rapidly approaching, technology-driven change.

1.1. Purpose

This document is the *Project Initiation Document* (PID) for the The Open Winery Project, undertaken by Costaflores.

The purpose of this document is to define the following aspects of the project:

- the objectives of the project
- the deliverables which will be produced by the project and the quality criteria which will support these deliverables
- the roles and responsibilities of project stakeholders
- the reporting structure for the project, including the management structure which will be established
- the project governance processes which will be followed
- the outline time-scale and plan against which the project will be measured and managed

More importantly, consider this document to be a REQUEST FOR COMMENTS. You have received this document because we want to hear your feedback about The Open Winery Project.

1.2. Project Management Methodology

This Project Initiation Document was prepared as the initial deliverable for the The Open Winery Project project using the DIG (Design, Implement, Govern) methodology.

1.3. Collaboration Site

Except for this Project Initiation Document (PID) all development materials for The Open Winery Project will be published on the Costaflores collaboration site.

If you would like to participate in The Open Winery Project and have access to the materials published on the Costaflores collaboration site, please contact Mike Barrow – mtb@costaflores.com for user credentials.

2. Project Definition

2.1. Objectives

Organic Costaflores S.A. is a boutique wine producer in Mendoza, Argentina, owned solely by Mike Barrow. Mike lives on the 4 hectare *Finca Orgánica Costaflores*, in Perdriel, Luján de Cuyo, Mendoza, where organic grapes are grown for Costaflores red wine (blend) called **MTB – Mike Tango Bravo**.

The goal of the **The Open Winery Project** is to create the world's first **open-source**, **transparent** winery, and **wine-backed cryptocurrency** by exposing Costaflores' technical and business practices to the world.

The primary objectives of this project are to answer the following four questions:

- **What is the truth, importance and meaning of "organic / eco / bio" in wine and agriculture in general?**

- **What would happen if we were to share ALL the accounting and operational details of our business with the world?**

- **When the cost of a bottle of wine can vary by orders of magnitude ($1, $10, $100, $1000), how can we assess a wine's REAL VALUE?**

- **How can we objectively evaluate the QUALITY of a wine, based on a consumer's experience, and the wine's effect on their consciousness?**

Secondary objectives of The Open Winery Project include:

- **Develop a new business model** that other companies can reference and adapt; an altruistic experiment to create a new ethical and sustainable business model.
- Build a "self-running" company using many of the concepts related to **Distributed Automated Organizations.**
- **Share knowledge** – by exposing Costaflores viticulture and business practices to the world, we want to both share our experiences with other viticulturists and winemakers, and thus become a known reference site in the world, and **learn** from others who observe our practices and offer suggestions and constructive criticism.
- **Spawn a new cryptocurrency** – and create the world's first **"wine-backed" currency** and trading platform.
- **Reduce costs** by monetizing the promotion platform, fomenting competition amongst Costaflores providers, and utilizing Costaflores own cryptocurrency to buy and sell services and products.
- **Redefine the way wine is valued**. Wine is both a commodity and an art form. A consumable foodstuff, and the elixir of muses. With this project we redefine the way this commodity/art form is valued, by giving the *valuation tools* to the marketplace, to the consumer.
- Incorporate the ultimate **traceability tools** (**Vine → Wine → Dine → Mind**) that allow us to follow our product from vineyard to mouth, and beyond.
- Integrate **open-source technologies** and cloud services development techniques. The project development will be documented**,** as a case-study for future cloud services developments.

2.1.1. Transparency

Transparency is a key value for building sustainable, ethical, profitable businesses, and is an important **tool for small companies**.

Despite being under greater public scrutiny, large enterprises can often benefit by keeping secrets: proprietary trade information, opaque competitive practices, "insider" market information. For example, large wineries can negotiate advantageous purchasing deals for packaging materials and logistics, whereas smaller brands are relegated to higher prices or inferior services and products. Higher up the food chain, beverage conglomerates can manage and manipulate the marketplace by obliging merchants to purchase smaller or newer associate brands in exchange for access to "must-have" brands. So for medium and large corporations, "keeping their cards close to the chest" is advantageous and instrumental.

But small companies lack this kind of leverage, having nothing to hide, or more to the point, nothing worth hiding. However, small companies can benefit from transparency. Costaflores is too small a company to hold leverage to negotiate any advantageous purchasing deals, but by publishing openly it's packaging materials and logistics requirements and purchases, Costaflores openly invites providers to compete for it's business. By participating in these transparent transactions, these providers receive Costaflores business, albeit small, but they can benefit from (positive) publicity and branding associated with ethical, sustainable business practices built through this project.

2.1.2. Promote Ethical Business Practices

Consumers value honesty, integrity, and "fair-trade" practices in a marketplace muddied with confusing nomenclatures and certifications.

Today there is much confusion amongst wine consumers regarding the meaning of *Organic / Eco / Natural / Fair Trade / Biodynamic* labels. With The Open Winery Project, Costaflores strives to become a touchstone or reference point to help consumers and industry reporters undo this confusion. In the words of Mary June Butters, organic farmer:

> "I think we need to take back our language. I want to call my organic carrots 'carrots' and let (other farmers) call theirs *chemical carrots*. And they can list all of the ingredients they used instead of me having to be certified. The burden is on us to prove something. Let them prove that they have used only 30 chemicals instead of 50 to produce an apple"

With The Open Winery Project, we define, implement, automate, and monitor our **ethical business practices**, with hopes of positively fulfilling the following questions:

- Are Costaflores employees compensated fairly for their efforts, and do they become owners of the growing success story?
- Do our sales and marketing claims reflect truth and authenticity?
- Do Costaflores production and logistics processes minimize our impact on the environment?
- Does The Open Winery Project contribute ideas and intellectual property that are beneficial to society?
- Does this project promote Costaflores fulfillment of legal and fiscal obligations, both in the spirit and letter of existing laws?

2.1.3. Sustainability

Within The Open Winery Project, we expose the underlying costs, both financial and ecological, in the production, sales, and distribution of wine, and implement self-correcting formulae for evolving a sustainable (and autonomous) company.

This includes defining **how profits and participations are distributed**, both to Organic Costaflores S.A. employees and to shareholders, with the aim of plotting predictable growth and incentives, both for employees, and committed stakeholders.

2.1.4. Consumer defined pricing

With The Open Winery Project we challenge the wine industry and the world to demystify wine pricing. How can it be that the price of 750ml of fermented grape juice can vary so much? A bottle of wine can cost $1, $10, $100, $1000, or $10,000: five orders of magnitude. What is the "real value" of the product? How can quality be quantified? How can we create the worlds first wine-backed cryptocurrency? And how can a trading platform for this new currency be used to generate "consumer defined pricing"?

2.1.5. Direct consumer feedback

Today, wine industry experts define and dictate quality evaluations of wines. This most often takes the form of points ratings by Robert Parker, Wine Spectator, James Suckling, and others, or by medallion awards at international wine contests. These evaluations, though valuable, are flawed to the extent that they only represent the qualitative values of a few people and their tastes, and specific points in time (tastings) where specific conditions and predispositions of the quality judges may be circumspect. In other words, these experts opinions are valuable, but they remain anecdotal. The proof in the pudding lie in what actual wine drinkers think about the wines they are drinking.

But documenting end-drinker opinions and circumstances require time and effort on behalf of the consumer. With The Open Winery Project we break ground by **paying** customers for their feedback. In exchange for the information they provide about our product, we pay them with actual shares in the company, Organic Costaflores S.A. The concept is: **"when you drink it, you own it."**.

By collecting these authentic consumer experiences, we create a feedback loop, allowing us to qualify and quantify experiences associated with wine, and justify consumer defined pricing. And by making consumers part-owners in the enterprise, we leverage the positive "owner's bias" as described by Dan Ariely near the end of this talk.

2.1.6. Educate and Learn

As the first **open-source winery**, Costaflores shares with the world, through didactic and accessible tools, how grapes are grown, and how wine is made, distributed and sold. We expose the business practices and technical procedures to an unprecedented degree. By teaching our "secret recipe" to the world, we invite constructive criticism from others with deeper experience and knowledge, and we invite innovative approaches.

2.1.7. Define new standards

We present The Open Winery Project as what we hope will become a touchstone, a new reference point, for building transparent, ethical, sustainable wine businesses. All software tools and components, wherever possible will be built upon existing open-source applications and downloadable. All documents, videos, and other didactic components will be made available under Creative Commons licensing.

2.2. About the name "The Open Winery Project"

Many names and labels involved in this project, such as "winecoin" and "stockcoin" are simple placeholders for better names yet to be decided. Your input is appreciated. "The Open Winery Project" itself is a name used by project stakeholders, but not necessarily intended as a marketing name in future communications.

2.3. Project Stakeholders

For this project, we distinguish different categories of stakeholders:

Visitors: Anyone who can visualize our information information (read-only) vía web.
Drinkers: People who provide us with information to facilitate purchases, shipping, etc, accessing via web or app.
Staff: Anyone who can access the information (read-write), such as Costaflores staff, farmers, oenologists, logistics, administrators, other partners, etc.
Contributors: Anyone who is participating, in a read-write capacity on the project collaboration site, in the form of comments, but not necessarily accessing read-write site components.

Given the open nature of this project, there is no reason NOT to share this with as many friends and colleagues whom might be interested in contributing as partners. These include people from the wine industry, the IT world, finance, marketing, press, artists, and others.

If you have received this document directly, please consider this an invitation to participate as one of our project contributors. Should you decide to "join" in whatever capacity, please let us know, so that we can provide you with project collaboration site credentials, and communicate your status and background to the rest of the team.

We welcome partners in all capacities, from those who wish simply to observe and opine, to those who desire to actively develop pieces of the project and expect something in return.

Visitors	Customers	Staff	Contributors
Anyone visiting costaflores.com	Winecoin customers.	Costaflores **Farmers** (Santos, Yolanda, Mike)	Anyone with access (read-write) to the project collaboration site.
	Customers exchanging winecoin for wine and requesting shipping	Costaflores **Admin** (Mica, Christian, Mike)	
	Stockcoin holders	Mr. Sinatra Design Team (Tonet, JC, Roberto)	
		winecoin developers	

Here is a listing of the initial project stakeholders:

Photo	Name	Category	Organization	E-mail	Description
	Mike Barrow	Staff/Admin	Costaflores	mtb@costaflores.com	Owner of Organic Costaflores, and instigator of The Open Winery Project, and current president of the Martian Wine Federation.
	Mica Vera	Staff/Admin	Costaflores	mica@costaflores.com	The more sensible sales and logistics manager of Costaflores, responsible for keeping the wheels from falling off the bus while this experiment is underway.
	Santos Rivera	Staff/Farmer	Costaflores		Santos makes the

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Photo	Name	Category	Organization	E-mail	Description
					grapes grow at Costaflores.
	Yolanda Segovia	Staff/Farmer	Costaflores		Keeping things working at Costaflores Organic Vineyard.
	Juan Antonio Argerich	Staff/Farmer	Costaflores		Agronomist to Finca Costaflores: Juan will be responsible for describing with eloquence, the DWMY (Daily, Weekly, Monthly, Yearly) tasks behind running a vineyard.
	Emiliano Velázquez	Staff/Admin	Costaflores		Emiliano is our resident cryptocurrency expert, maven, and evangelist, bringing all the people and pieces together for the wine-backed currency trading platform.
	Steve Allen	Staff/Contributor	Costaflores		The most important part of this project is building a compelling and easily understood story to communicate with the world. Steve is the man to do this.
	Patricio Santos	Staff/Contributor	Costaflores		Patricio Santos is the chef in the kitchen, the magician in the winery, the chief oenologist. With oenologist Otto Suter, Patricio insures that what goes into the bottle matters. Patricio and Otto will help map out all the tasks that go into making beautiful juice once the grapes leave the vineyard.
	Cristian Rivera	Staff/Admin	Costaflores		Cristian is a young informatics student, living on the vineyard, helping with linux and arduino tasks.
	Yamil Rivera	Staff/Admin	Costaflores		Yamil is studying to become an accountant, and will help implement the base public-visible accounting platform (Tryton).
	Norma Ledesma	Staff/Contributor	Costaflores		Norma is the current Costaflores accountant, and will help inform us all the reasons why we shouldn't be doing any of this.

3. Overview of The Open Winery Project 1.0

The following sections describe the **SIX Tanks**, or silos, of information that we would like to expose to the world.

1) **Growing the Grapes** – all things about organic viticulture
2) **Making and Delivery the Wine** – from the crush and bottling, to storing, shipping and exporting.
3) **Managing the Business** – general accounting, inventory, financial, personnel, taxes
4) **Selling Wine-backed Cryptocurrency** – using the blockchain to build customer-defined pricing
5) **You Drink It, You Own it** – how customers respond to their drinking experience
6) **Telling our Story** – Getting the word out

3.1. Growing the Grapes

Viticulture step-by-step: How do we grow our grapes?

In this tank, we describe what happens every day in the vineyard, by implementing three tools:

1) **The runbook**: A visual, didactic description and tutorial of our viticulture practices. Here we are sharing with the world a detailed overview of our vineyard activities.

2) **The daily log**, based on a calendar of seasonal and annual tasks, the daily log allows anyone to look up what activities are performed on certain days of the year. These tasks will have icons associated, and color codes, according to seasonal and regular tasks. Logged items will correspond with specific vineyard coordinates: row, claro, plant.

3) A real-time **Dashboard** of data collection: temperature, solar radiation, irrigation, humidity, wind speed and direction, precipitation, and a video feed.

Collecting all this information will be useful for several reason:

- More data for the agronomist to analyze
- Data to share with investigators, useful for experimentation.
- Others could opine on our viticulture practices. For example, sharing this data with other agronomists, and providers, such as Luján Agrícola to recommend different products to use. This is also a branding opportunity for commercial partners.
- This is the ULTIMATE tracking mechanism for Organic viticulture (and certification). We will insure that data collected for organic certification with OIA are linked to the data.
- The quality of the wine is ultimately determined by the quality of the grapes. By documenting our growing season in detail, we provide quality metrics with which interested consumers can evaluate our harvest.

3.2. Making and Delivering the Wine

How is the wine made, and how does it move from tank to bottle to marketplace to mouth.

In this section, we track each step of the wine making and delivery process. Our main goal here is to illustrate the complexity and history that goes into making and delivering a bottle of wine, and document our own winemaking and logistical practices. We do this by plotting

Much of the winemaking detail is currently tracked by Patricio and Otto in the winery. How this is expanded and documented needs to be discussed. Much of the OIA traceability practices and requirements could be mirrored here.

This again provides a "branding" opportunity to a certification partner, such as OIA, in exchange for certification charges.

How is the wine packaged?

Here we document the technicals details of our packaging; describe the "green package" similar to our current 3D animation. We include videos and descriptions of packaging manufacturing process, and involve our suppliers, such as: Rayen Cura (bottles), Akian (wine labels), Manuel Serra (Cork), CMG (Boxes).

Where is the wine stored?

Here we provide realtime information about our wine storage and stocks from our warehouse at Winelock, and other locations in Buenos Aires, India, etc.

Here we include a graphical flow-chart of the logistics involved, export phase, with tracking documents for the shipments, as a tutorial for the wine shipping and handling phase, including INV tracking and

requirements, chemical analysis, AFIP, forwarder stuff, etc. export invoices, pro forma invoices. Read another way, this is also a way to illustrate regarding the difficulties small producers face with the massive amounts of regulations.

3.3. Managing the Business

How much does it cost to make and sell a bottle of wine? How much is earned or lost?

In this section we implement an online open-source Enterprise Resource Planning (ERP) platform, based on Tryton.

Essentially, we want to build an online platform where anyone can view:,

How much money are we earning from selling wine, winecoins, and other services?
How much money do we spend to produce our wine?
What is our inventory?
What is the current valuation of the company?

3.4. Selling wine-backed Cryptocurrency

We are launching the world's first wine-backed cryptocurrency. The reasons for doing this are:

- Consumer driven pricing (provoking the 1.10.100.1000 debate)
- Creating a delicious metaphor for cryptocurrency
- Developing our own mechanism for distributing value amongst stakeholders (and shareholders)
- Incorporating the blockchain in the transparency model

Beginning on May 6, 2018, Costaflores will begin issuing "winecoins" based on the available number of bottles produced from the 2016 grape harvest. One winecoin will be worth one bottle of 2016 wine.

The winecoins will be traded on existing cryptocurrency exchanges and costaflores customers (distributors, importers, drinkers) will be able to buy and sell the winecoins, which can later be cashed out for bottles of wine through costaflores.com.

3.5. You Drink It, You Own It

With this project...

3.6. Telling Our Story

How we promote..

4. Project Phases

This section describes our project methodology, called DIG (Design, Implement, Govern), which was partially developed for this project.

4.1. Technical Stages

The DIG methodology defines six different stages: Define, Measure, Analyze, Design, Verify, and Control.

4.1.1. Define

The Define Stage establishes the scope of the problem, clarifies context and maps our current capacities at Costaflores, identifies the desired future state, estimates both human and material resource needs, assesses technical risks, and determines if the desired future state should be pursued.

In other words, during this phase, we evaluate "what do we have today", in terms of PPP: People, Processes, Products. Doing so, we define our "**Operational Baseline**"

4.1.2. Measure

The Measure Stage helps articulate the project functional and systemic requirements and constraints as measurable statements of need.

Here we define the **Requirements Definition**, "what do we want" both in functional terms (how the project should WORK) and systemic terms (how the project should PERFORM).

The project's functional requirements fall into the following categories:

- Base functionalities
- Provisioning
- Support
- Localization
- Monitoring metrics
- Connectivity and Integration

The project's systemic requirements can be broken down into the following categories:

- Performance
- Availability
- Scalability
- Security
- Recoverability

Both functional and systemic requirements are documented by individual requirement identifiers, which reference the requirements definition, priority, and additional descriptors.

4.1.3. Analyze

During the Analyze Stage, we develop an architectural design for a solution that attends to our functional and systemic requirements, considering our current capacities (operational baseline).

In other words, were we define the **Architecture Specifications** for "what are we going to build".

4.1.4. Design

The Design Stage specifies the strategy to implement the architecture specifications.
Here we define component specifications based on the architecture, and also define the strategy for implementing those components.

Simply put, this is the phase where we create the implementation plan for "how we are going to build our solution".

4.1.5. Verify

The Verify Stage implements the solution and validates that our requirements were met according to a **Test Plan**. So during this stage, we execute the implementation plan (we build the solution), and we execute the test plan, in order to determine that "we achieved our success criteria?"

4.1.6. Control

Finally, during the Control Stage, we execute our **Control Plan** for operating the solution in production mode.

4.2. Project Management

The DIG methodology defines three simple project management arenas:

4.2.1. Team Coordination

What are our communication tools for our extended team?
When and how are project meetings held?

4.2.2. Risk Management

What risks have we identified that might derail our efforts to reach our success criteria, and how we are mitigating these risks?

4.2.3. Change Management

How can we implement changes into the project plan in mid-stream.

4.2.4. Timeline

How is the project implementation plan projected on a timeline, and what are the key milestones.

5. Operational Baseline

6. Requirements Definition

This section details the systemic and functional requirements for elements to be developed for each of the six project Tanks.

Tank 1) **Growing the Grapes**
Tank 2) **Making and Delivery the Wine**
Tank 3) **Managing the Business**
Tank 4) **Selling Wine-backed Cryptocurrency**
Tank 5) **You Drink It, You Own it**
Tank 6) **Telling our Story**

6.1. Growing the Grapes (Tank 1)

The "Growing the Grapes" Tank can be broken down into the following key components:

• The Daily Log
• The Runbook
• The Dashboard

The Daily Log is a visual calendar that allows costaflores.com website VISITORS to view in daily, monthly, and yearly views two primary elements:

1. What human activities are taking place in the vineyard
2. Historical data for temperature (max and min), subsoil humidity index, and solar irradiance

6.1.1. The Daily Log

These are the **functional** requirements for the Daily Log. The Daily Log is a visual representation of what activities happen in the vineyard throughout the year, and environmental conditions (temperature, water, sun).

Req ID	P	Definition	Owner	Notes
1.1.1	1	The daily log should have three views available for visitors: daily, monthly, and yearly.	Mr. Sinatra	Ideally, this could be circular or spiraling.
1.1.2	1	From the log, the user should be able to visualize the tasks that were executed on each day, and open the Runbook entry for each by selecting the task.	Mr. Sinatra	
1.1.3	1	The yearly view of the log should present tasks as relevant to the different stages of the grape growing season.	Mr. Sinatra	For example...
1.1.4	1	The daily log should present data in the three views (daily, monthly, and yearly) for: Temperature (max and min) – daily only. Subsoil humidity (.5m, 1m, and 2m) – daily only Solar irradiance totals (daily, weekly, monthly totals)	Mr. Sinatra	Much of the data will be collected using Reiner Van der Lee's VINDUINO. (this needs a separate requirement ID section).
1.1.5	2	Users should be able to visualize differences from one year to the next, of multiple years.	Mr. Sinatra	One example: http://www.subaru.com/csr/environment.html#!/2012/05/28
1.1.6	1	The log should have a field indicating the last time the daily log was updated.	Mr. Sinatra	
1.1.7	1	These tasks should be extracted by the content management system (Magnolia) from the runbook ticketing platform (Jira) and represented in the different views (calendars).	Mr. Sinatra	
1.1.8	1	The daily log must be localized in the following languages: English, Spanish, with a documented procedure for adding support for additional languages (documented in the project Wiki).	Mr. Sinatra	

6.1.2. The Runbook

These are the functional requirements for the Runbook.

The Runbook is the platform where activities performed on the vineyard (tasks) are recorded by the people

performing them (Farmers).

The purpose of the runbook platform is to document all the activities that take place during the year in the vineyard. We document these activities so that we can:

- Analyze the amount of time spent, and tools required for each task
- Compare the different timing of activities from one year to the next
- Provide a didactic description (text and video) of viticulture tasks
- Map tasks according to specific locations in the vineyard (row, claro, plant)

Req ID	P	Definition	Owner	Notes
1.2.1	1	The Runbook entry (ticket) must include the following fields for each task: - Name (fixed set of tasks) - Description (steps 1...n, and video description) - **Farmer** - **Tools** - **Chemicals Used (and amount)** - **Start Time** - **Finish Time** - **Location (row, claro, plant)** - **Priority (optional)** - **Note (observations)**	Mr. Sinatra	The tools, chemicals and farmers are finite lists. Name is a drop down list. Description is fixed to the name of the task. All other fields are user selectable.
1.2.2	1	The Farmer must be able to create a new ticket, review and update an existing ticket, and delete a ticket both from a smartphone app (android?) and web application.	Mr. Sinatra	Use a ticketing platform like Jira?
1.2.3	1	Tickets should be chosen from a defined and finite number of task entries, selected from historic vineyard logs. (Dropdown)	Mike Barrow	Created from the list from existing bitácora entries.
1.2.4	1	The tool used by the Farmer to create, review, update, and delete tickets must be in Spanish.	Mr. Sinatra	
1.2.5	1	Tasks should be mapped, both textually and visually, to indicate location by row, claro, plant), giving the farmer the option to input start location and end location, with an option for ALL for each of the three categories of row, claro, plant. *This should be agile and simple for farmers to use.*	Mr. Sinatra	Tasks only need to be mapped textually for data entry (when creating/modifying the ticket), but visually for reports for end users.
1.2.6	2	The runbook "Tools" data shoud be extracted from a fixed database with the following fields: - Name - Description - Image - Serial Number - Last Maintenance date - Storage locations - Value	Mr. Sinatra	This information will be useful for creating a tool inventory and calculating asset values. We might use the Tryton inventory db for this?
1.2.7	1	The "Chemicals" data should be extracted from a fixed inventory database with the following fields: Product Name Product Description Product amount in stock	Mr. Sinatra	This will allow us to determine data, such as: Total amount applied from year-to-year (May 6-May 5)
1.2.8	1	Chemicals used during each ticket should be subtracted from the inventory automatically.	Mr. Sinatra	For example, when a farmer uses 2Kg of Copper, this needs to be subtracted from the copper stock in the chemicals inventory.
1.2.9	1	Logistics stakeholders (i.e. Mike, Mica) should be able to assign, delete, and update tasks to a queue for the group of	Mr. Sinatra	

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Req ID	P	Definition	Owner	Notes
		farmers (Santos and Yolanda) to execute. Tasks should be assignable to begin at a future date and/or included in a queue.		
1.2.10	1	The Runbook entries (all fields) must be localized in the following languages: English, Spanish, with a documented procedure for adding support for additional languages (documented in the project Wiki).	Mr. Sinatra	

6.1.3. The Dashboard

These are the functional requirements for The Dashboard.

The Dashboard is a real-time presentation of the current state of the vineyard. The idea behind the dashboard is to have one location where visitors (and all other stakeholders) can visualize real-time information about the vineyard (for example, weather information), and accumulated year-to-year counters regarding.

Req ID	P	Definition	Owner	Notes
1.3.1	1	All stakeholders should be able to visualize the dashboard (read-only)	Mr. Sinatra	
1.3.2	1	The Dashboard should present current weather information: Temperature Subsoil humidity Wind speed and direction Solar Irradiance Barometric pressure Relative humidity	Mr. Sinatra	Mike will provide the data stream for the weather information.
1.3.3	1	The dashboard should present the following cumulative statistics for the year (May 6-May5). This data should be extracted from the Chemicals DB, showing the total amounts applied per hectare and total for: Co (Copper) S (Sulfur) Diatomaceous Earth Guano Other chemical products	Mr. Sinatra	Mike should compile the complete listing of chemicals.
1.3.4	1	The dashboard should present, for each of the three varietals present in the vineyard (Malbec, Petit Verdot, and Cabernet Sauvignon) indicators for sugar, total acidity, and pH (Bx, TA, pH). These values should be extracted from a database with the following fields: Varietal (choice from three) pH Bx TA Sample date Kilos	Mr. Sinatra	For most of the year, these values will reflect the values from last year's harvest. This information can be created in categories in Magnolia and updated manually. Presenting historical data for these values in the log would be ideal.
1.3.5		The dashboard should also indicate the stage within the growing cycle for each varietal: • bud burst • flowering • setting • thinning and culling • veraison	Mr. Sinatra	This could be iconographic.

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Req ID	P	Definition	Owner	Notes
		• harvest • pruning		
1.3.6	3	The dashboard should include annual totals for the following: Show total number of hours of work executed for the year.	Mr. Sinatra	
1.3.7	3	Create a customized bottle shaped bar chart detailing the distribution of tasks in the vineyard.	Mr. Sinatra	
1.3.8	1	The dashboard should include access to a Costaflores vineyard cam.	Mr. Sinatra	

6.2. Making and Delivery the Wine

With information tank number 2, we wish to:

Explain how our wines are made, packaged, sold and shipped, and document how much wine we currently have, where our wines are currently stored, and in what conditions.

To do this, we create a didactic flowchart diagram which explains the processes of making, packaging, and shipping wines. This is similar to our "daily log" for grape growing, but with less emphasis on the temporal element of the process. In other words, we are more concerned with explaining and exposing the processes, and less interested in how these relate to the calendar year and the seasons, especially considering that some of the processes will continue over several years for each wine. For these reasons, we call this element of the project "The Flowchart" instead of "The Daily Log"

But to insure the traceability of our wines, we also incorporate a dashboard, allowing visitors to view the current state of our wines: how much wine do we have, where are the wines (in the tank, or in storage), and in what condition are they in (temperature, humidity, etc.)

Finally, as a way of tracking our progress we incorporate a runbook to document the different processes, and integrate with our inventory management for handling stock and materials locations.

6.2.1. The Flowchart

Req ID	P	Definition	Owner	Notes
2.1.1	1	The Flowchart should have views for winemaking, from harvest to bottling to delivery to the consumer.	Mr. Sinatra	Mike needs to provide the detail and description of each of the steps.
2.1.2	1	The Flowchart should describe the manufacturing of the following packaging elements: (bottle, box and divider, **labels, stopper**, capsule)	Mr. Sinatra	Mike needs to provide the detail and description of each of the steps.
2.1.3	1	The Flowchart should describe the delivery / distribution process, including exports outside of Argentina, INV certification, OIA certification, etc. Basically, everything that happens to bottles from time they leave Winelock to customers (distributors, importers, consumers).	Mr. Sinatra	Mica can provide the details of each of these steps.
2.1.4	1	The flowchart should describe the winecoin process from purchase to cash-out.	Mr. Sinatra	Emiliano can provide the details of each of these steps (see section 5.4).
2.1.5	1	The flowchart should describe an extended timeline, from the beginning of the universe, to the time of filling a glass of wine, explaining everything that went into creating the terroir, ending with a description of how this glass of wine can, or might, create thoughts in the drinker.	Mr. Sinatra	This could be a horizontal timeline, versus a vertical timeline for the previous three elements. Mike will provide the key historical and future elements to be included in the extended timeline.
2.1.6	1	The flowchart must be localized in the following languages: English, Spanish, with a documented procedure for adding	Mr. Sinatra	

Req ID	P	Definition	Owner	Notes
		support for additional languages (documented in the project Wiki).		

6.2.2. The Runbook

These are the functional requirements for the wine making and delivery runbook.

The Runbook is the platform where activities performed in the winery and the logistical processes are documented.

We document these activities so that we can:

- Analyze the amount of time spent required for each task
- Compare the different timing of activities from one vintage to the next
- Provide a didactic description (text and video) of wine making and logistical tasks
- Trace the movement of our wines from one point to the next (tank->bottle->cold storage->distributor->retailer->consumer)

Req ID	P	Definition	Owner	Notes
2.2.1	1	The Runbook entry (ticket) must include the following fields for each task: • Name (fixed set of tasks) • Description (steps 1...n, and video description) • **stakeholder (oenologist, logistician)** • **Tools** • **Chemicals Used (and amount)** • **Start Time** • **Finish Time** • **Location (tank, warehouse, pallet, sales outlet)** • **Priority (optional)** • **Note (observations)**	Mr. Sinatra	The tools, chemicals and farmers are finite lists. Name is a drop down list. Description is fixed to the name of the task. All other fields are user selectable.
	1	The oneologist and logistician must be able to create a new ticket, review and update an existing ticket, and delete a ticket both from a smartphone app (android?) and web application.	Mr. Sinatra	
	1	Tickets should be chosen from a defined and finite number of task entries, selected from winery and logistical logs. (Dropdown)	Mike Barrow / Mica Vera	
	2	The runbook "Tools" data shoud be extracted from a fixed database with the following fields: • Name • Description • Image • Serial Number • Last Maintenance date • Storage locations • Value	Mr. Sinatra	This information will be useful for creating a tool inventory and calculating asset values. We might use the Tryton inventory db for this?
	1	The "Chemicals" data should be extracted from a fixed inventory database with the following fields: Product Name Product Description Product amount in stock	Mr. Sinatra	This will allow us to determine data, such as: Total amount applied from year-to-year (May 6-May 5)
	1	Chemicals used during each ticket should be subtracted from the inventory automatically.	Mr. Sinatra	For example, when a farmer uses 2Kg of Copper, this needs to be subtracted from the copper stock in the chemicals

Req ID	P	Definition	Owner	Notes
				inventory.
	1	Logistics stakeholders (i.e. Mike, Mica) should be able to assign, delete, and update tasks to a queue for the group of oenologists to execute. Tasks should be assignable to begin at a future date and/or included in a queue.	Mr. Sinatra	
	1	The Runbook entries (all fields) must be localized in the following languages: English, Spanish, with a documented procedure for adding support for additional languages (documented in the project Wiki).	Mr. Sinatra	

6.2.3. The Dashboard

Req ID	P	Definition	Owner	Notes
2.3.1	1	The dashboard user must be able to select the vintage.	Mr. Sinatra	
2.3.2	1	The dashboard should report the amount of wine for the vintage in litres (if it is still in the winery) or bottles, once it has been packaged.	Mr. Sinatra	
2.3.3	1	The dashboard should indicate the locations of the wine, indicating the amounts. The locations include: winelock, winery, Buenos Aires depot, India depot, etc.	Mr. Sinatra	
2.3.4	1	The dashboard should indicate the conditions of the wine in the winery, including, temperature and TBD.	Mr. Sinatra	Ask Patricio/Otto about other data to be collected for wine in the winery.
2.3.5	1	The dashboard should indicate, for Winelock, the temperature and humidity of the stocks, and a video feed.	Mr. Sinatra	The data available here will be determined by the winelock service widget.

6.3. Managing the Business

This section defines the functional and systemic requirements for an online, open-source ERP (enterprise resource planning) platform to

Essentially, we want to build an online platform, accessible read-only by anyone, where we can share the following information:

How much money are we earning from selling wine, winecoins, and other services?

- Where are we selling?
- How does this managed in different currencies?
- What are consumers paying for our wine in shops (not buying winecoins)

How much money do we spend on:

- Grape Cultivation: Farmers, chemicals, tractors, irrigation, taxes, fuel, harvesters, .
- Wine Production: Wine making, bottles, corks, capsules, boxes, labels,
- Logistics: Moving bottles from A-to-B, cold storage
- Administration: Accounting, day-to-day management, legal bullshit
- Marketing and Communications: Maintaining our presence online, and telling the story
- Financial Costs

How much does it cost for us to produce a bottle of wine (for each vintage), considering:

- Production cost
- Cost changes over time (recurring costs of cold storage)
- Effects of inflation and currency value fluctuations over time

What is our inventory?

- Wine (litres) in the winery

- Wine in bottles, at different storage locations
- Fungible materials: boxes, labels, capsules, corks
- Chemicals
- Tools

What is the current valuation of the company?
- Stock valuation
- Asset valuation

We can begin by defining the types of reports that we would like to share with the world, and work backwards from there:

6.3.1. Custom Reports

Req ID	P	Definition	Owner	Notes
3.1.1	1	The site visitor should be able to access a report which summarizes our sales figures: What we are selling (winecoins, wine, other items) Where we are selling How much we have sold in each product and region.	Mr. Sinatra	
3.1.2	1	Present visitors with a detailed expense report broken down into the following categories:	Mr. Sinatra	
3.1.3	1	Production cost	Mr. Sinatra	
3.1.4	1	Inventory	Mr. Sinatra	
3.1.5	1	Company evaluation	Mr. Sinatra	

6.4. Selling Wine-backed Cryptocurrency

Create wine-backed cryptocurrency.

Why are we doing this?

- We want to use the market to decide the price of our wine, and by doing so, open a debate about the value of wine.

- We want to create an easy metaphor for people to understand cryptocurrency, and become a reference for people talking about bitcoin, cryptocurrencies, etc.

To accomplish these two primary objectives, we need:

- A platform to enable people to buy, sell, and trade winecoins.
- Cash in winecoins for wine.
- A very simple and elegant explanation of the process.
  - What is cryptocurrency.
  - How does the winecoin lifecycle work.

Who will be buying/selling our winecoins:

Immediate wine delivery:
- Importers
- Distributors
- End-customers

Deferred wine delivery:
- Cryptocurrency traders
  - Future speculation on an increased price.
  - Novelty buyers
  - People or companies gifting wine to others (friends, customers, loyalty programs, etc.)
  - Current cryptocurrency users who are looking for a more stable parking space for their assets.
- Costaflores providers

How does it work.

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1. The user buys winecoins:

The winecoin buyer goes to the website (costaflores.com)
Downloads the app (colu.co wallet)
Click Buy from the wallet
   Bitcoin or other cryptocurrencies
   Payment processor to accept credit cards and cash.
The coin arrives into the user's wallet.

2. The user buys wine with the winecoins.

3. The user sells winecoins on an exchange.

4. The user sends winecoins to someone else (friend, facebook, whatsapp) for whatever reason.

How do we accomplish this:

1. We have a webpage explaining winecoins with a link to download the app.
2. We have a customized cryptocurrency wallet app.
3. We have a shopping cart for cashing out winecoins for wine.
4. We have a directory server or some sort of database where we store user profile information.

INSURANCE (ask frigorifico what kind of insurance they offer) Also Pol Argentina

6.4.1. Functional requirements for the webpage

Req ID	P	Definition	Owner	Notes
4.1.1	1	Downloadable from costaflores.com		
4.1.2	1	Downloadable from Apple Appstore		
4.1.3	1	Downloadable from Google Play		
4.1.4	1	Open-Source app link to github		
4.1.5	1	Explanation for winecoin		
4.1.6	1	Detect if the user already has the app installed or not.		

6.4.2. Functional requirements for the wallet app

Req ID	P	Definition	Owner	Notes
4.2.1	1	Buy winecoins.		
4.2.2	1	See the current balance of winecoins.		
4.2.3	1	See the current market price of the winecoins as compared to other currencies in one marketplace.		
4.2.4	1	Share winecoins with someone else by creating a redeem link that can be posted to WhatsApp, Twitter, Facebook.		
4.2.5	1	Send winecoin to an address (another users wallet)		
4.2.6	1	Redeem winecoin for wine: 1. Send winecoin to costaflores wallet. 2. Open Costaflores.com shopping cart.		
4.2.7	1	The app has a profile section for users to (optionally) add their contact information.		
4.2.8	1	When users install the app, they will be prompted to fill in their contact information (or skip and do this at a later time).		
4.2.9		The user should be able to see the estimated delivery costs for their location (requires that they have completed the profile information).		
4.2.10		The user should see a historical graph of winecoin performance plotted against USD.		

6.4.3. Functional requirements for the shopping cart

Req ID	P	Definition	Owner	Notes
4.3.1		The user should see a list of products available for purchase accessible through the web and mobile		
4.3.2		When ready for checkout, it'll show a list of the selected options with a subtotal price		
4.3.3		The price has to be represented in our different currencies compared to the dolar: WineCoin/StockCoin/Dolar/Bitcoin		
4.3.4		There should also be an option for paying with different cryptocurrencies (Shapeshift skeleton)		
4.3.5		Upon selecting one of the options for the company currency, the site has to show a receiving address for that specific currency, along with a QR code representing that address and the amount needed		
4.3.6		Once the users decide to pay, the invoice at that specific price will have a maximum time where it's valid of 2 hours to avoid price swings. This will be shown with a countdown on the site.		
4.3.7		How do we handle credit cards		

6.5. You Drink It, You Own It

We want to crowd-source quality opinion, collect consumer data (know who/where/when/why they are drinking the wine), and convert consumers into interested stakeholders (owners).

How does it work for a first time drinker:

1. The drinker buys a bottle of wine. This can be through the traditional channel (off a menu in a restaurant, for example), or by exchanging winecoin for the bottle.

2. The drinker reads a "click-bait" phrase on the back label, such as: if you drink this bottle, you own it, see the QR code or URL for details.

3. The drinker is directed to the site, which explains the program and downloads the app. This is the same app that we use for buying/selling/trading winecoin.
4. The drinker needs to input personal information to register with the app: name, email, activate notifications, location, picture, etc.

5. The app directs the drinker to read the unique identifier from the bottle.

6. The app directs the drinker to take a selfie, and answer some questions.

7. Finally, the app shows the drinker a confirmation that they are now shareholders in the company, and displays the shares balance.

8. Drinkers receive a welcome email explaining more details about the company, the program, etc.

For recurring drinkers, the process is similar, but the QR reader is built into the app and the drinker uses this app in the future to claim additional shares without needing to re-register.

What else does the app do?

The app uses the wallet to store the shares. The shares are simply another type of coin(stockcoin) that represent a fraction of the company, because we say it does, and symbolically represents 1 grape from the vineyard.

The rules of the company stipulate, for example, that equivalent of 25% of profits for the year will be distributed to shareholders (stockcoin olders) as dividends paid in winecoin. And another 25% of profits will be spent on stock repurchasing, based on the current market value of the stockcoin.

The app allows us to do the following stockcoin operations:

Scan the QR code on the bottle
Track the stockcoin positions and price

Send or Receive stockcoin.
Take a selfie.
Answer questions or star ratings
Provide location.
Input the unique codes from the bottle.

6.5.1. Functional requirements for the wallet app

Req ID	P	Definition	Owner	Notes
5.1.1	1	Scan QR code on bottle to redeem StockCoin		
5.1.2	1	Input a specific numerical identifier that is hidden in the bottle		
5.1.3	1	See the current market price of the Stockcoin as compared to other currencies .		
5.1.4	1	Take a photo, and answer some questions after the redeem of the bottle		
5.1.5	1	Send StockCoin to an address (another users wallet)		
5.1.6	1	Ask for permission to use Gps location services.		

6.6. Telling Our Story

How are we communicating the Costaflores story with the world, and what noise are we making to insure that **The Open Winery Project** project gets talked about? These are the two components of "Telling Our Story".

How are we going to tell our story, and ultimately, how do we gain **traction**?

Well, if we are to follow the advice found within the book, *TRACTION, How Any Startup can Achieve Explosive Customer Growth* we simply need to identify one of the 19 possible communications channels and develop and exploit a strategy for that channel.

Publicity
Unconventional PR
Search Engine Marketing (SEM)
Social and Display Ads
Offline Ads
Search Engine Optimization (SEO)
Content Marketing
Email Marketing
Viral Marketing
Engineering as Marketing
Business Development (BD)
Sales
Affiliate Programs
Existing Programs
Trade Shows
Offline Events
Speaking Engagements
Community Building

In this section, we will describe how we address the issue of gaining traction with this project:

Explore different **channels** and **strategies**, define **target audiences**, and build **tools** and **metrics** for tracking our progress.

6.6.1. Social Media Strategy and Runbook

Our Social Media strategy should define the processes and tasks associated with our periodic activities

surrounding social media. Essentially, we want to create a task list in our runbook, defining all the activities we should be doing daily, weekly, monthly, quarterly, and yearly, as it relates to the major social media outlets (facebook, twitter, youtube, instagram, etc.).

Using tools like Audience, Netvibes, etc.

Tools

Create 10 categories of non-time specific content to serve as postable material on social media.

For each category, develop 10 posts.

Each post should contain:

- <140 characters of text to accommodate twitter.
- Photos or video
- Link to more extensive article on www.costaflores.com

Define a frequency for posting on each social media platform.

Create a table/spreadsheet, listing categories and posts. For each post, we should indicate, when and where (social media platform) these posts have been made, if the posts were promoted for a specific target audience, how much was spent, and what was the feedback.

Req ID	P	Definition	Owner	Notes
6.1.1		Define examples on how have wineries used social media on the past for success	Jacqueline	
6.1.2		Analyze current state of social media network, prepare the infrastructure to start focusing on growth, and brand awareness	Jacqueline	
6.1.3		Select 2 social networks that best fit our potential customers and create a plan for each one.	Jacqueline	
6.1.4		Define the specific audience to target, based on the projected budget to be used	Jacqueline	
6.1.5		Define a content style guide, how will it be created, in what schedule, by whom.	Jacqueline	
6.1.6		Analyze the terms and conditions of different platforms to define what the reach and limits are.	Jacqueline	
6.1.7		Define a goal for the first month, six months, and a year, With an objective month over month growth.	Jacqueline	
6.1.8		Define a weekly testing process for the creation, and tracking of social media efforts	Jacqueline	
6.1.9		Define a blueprint for dealing with community management, asking for feedback	Jacqueline	
6.1.10		Define a privacy policy to be uploaded to the site, which is necessary for advertising on them.	Jacqueline	

Req ID	P	Definition	Owner	Notes
6.2.1		SEO, SEM **processes** to be executed daily, monthly, weekly, yearly, implemented in the runbook.	Jacqueline	
6.2.2		Google	Jacqueline	Find 10 keywords to focus on
6.2.3		Youtube	Jacqueline	
6.2.4		Facebook	Jacqueline	Define 10 cities and customer target.
6.2.5		Instagram	Jacqueline	
6.2.6		Twitter	Jacqueline	Target 50 influencers

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Req ID	P	Definition	Owner	Notes
6.2.7		Pinterest	Jacqueline	Analize target audience and research of paid advertising
6.2.8		Investment	Jacqueline	

6.6.2. Media Dashboard

We want to present, in a single dashboard, a visual portrayal of the noise we are making about the brand (social media, press, events, etc.), the repercussions generated on-line (likes, shares, hits, followers), and how this converts to winecoin sales.

Using Netvibes, Mixpanel, Google Analytics, and other tools, we can track this information, and present in a public dashboard.

Req ID	P	Definition	Owner	Notes
6.3.1		Measure and plot over time, views, hits, likes, conversions, followers.	Jacqueline	
6.3.2		Plot over the same time posts, media events (articles, episodes, mentions), interventions (live events).	Jacqueline	
6.3.3		Plot winecoin sales.	Emi	
6.3.4		Plot the value of winecoins and Costaflores stock.	Emi	
6.3.5		Facebook bots	Emi	

6.6.3. Marketing Initiatives

6.6.4. The Luck Hunters

Req ID	P	Definition	Owner	Notes
6.4		The Luck Hunters treatment document information		
1		Interview in One Young World		
6.4.2		Sizzle Reel		
6.4.3		Uyuni video		
6.4.4		Images		

6.6.5. Merchandising

Here we show different merchandising material that we create to provide to restaurants, shops, and other points-of-sale. We want to explain each of the items and link to our sales portal (prestashop) where visitors can buy the materials if they like.

Req ID	P	Definition	Owner	Notes
6.5.1		Wine Penguins		
6.5.2		Aprons		
6.5.3		Bottle Opener		
6.5.4		Keychain – stopper / harvest coin		

6.6.6. Costaflores Global Vineyard

Req ID	P	Definition	Owner	Notes
6.6.1		Explain Costaflores Global Vineyard		

Req ID	P	Definition	Owner	Notes
6.6.2		Map pointers for CGV plantations, with info window for each – photo and text		
6.6.3		Serial number, and web registration for the user		
6.6.4		Mechanism to ping CGV farmers periodically, requesting photos, etc.		
6.6.5		Option for selling $100 probe station: camera, moisture sensor, temperture sensor, wifi. Time-lapse photo.		

6.6.7. Trade events

6.6.8. Customer tours

6.6.9. Costaflores Organic Vineyard events

6.6.10. Extreme Wine Tasting

6.6.11. The Malbec Boots

6.6.12. Key Press people

Find the people in the press whom we have identified and want to cultivate to do a proper story about the project.

Req ID	P	Definition	Owner	Notes
	1	Create a strategy for identifying key press individuals.	Steve Allen	
		Develop a plan to contact these reporters.	Steve Allen	
		Create a mechanism for tracking hits and misses in reaching mavens.	Steve Allen	
		Define a process for following up with regular information for reporters.	Steve Allen	

6.6.13. Mavens

Identify influencers, bloggers, writers, cool people...

Req ID	P	Definition	Owner	Notes
		Create a strategy for identifying Mavens.	Steve Allen	
		Develop a plan to contact mavens.	Steve Allen	
		Create a mechanism for tracking hits and misses in reaching mavens.	Steve Allen	
		Define a process for following up with regular information for mavens.	Steve Allen	

6.6.14. Press outlets

Identify ideal press outlets where we would like to be covered.

6.6.15. Conferences

What conferences and events would we like to have a presence?
- Bitcoin / Cryptocurrency conferences
- Organic agro events
- Wine events
- Economic and development forums
- Other technology and business forums
- Artistic events
  - Sonar+D 2018

6.6.16. Launch events

Where, when, and what should our launch events look like? Should they piggyback other larger events (i.e. off-events at London Wine fair, vinexpo, etc.?)

6.6.17. Naked Winery Evangelism

Create an "evangelist packet": information that our closest allies, project participants, and identified mavens, can easily:
- explain the project
- share materials
- provide a token (merchandising, wine, winecoins,?)

Req ID	P	Definition	Owner	Notes
		Create a strategy for project evanglists.	Emi	Create a prototype for Amanda Barnes.
		Build an "evangelist toolkit"	Emi	
		Create a database for tracking evangelist contacts	Emi	
		Determine what tokens we give to evangelists.	Emi	

6.6.18. Content to share: press kits, videos, social media shares.

6.6.19. Building a Style Guide

6.6.20. Costaflores.com

7. Architecture Specifications

7.1. Growing the Grapes

7.2. Making and Delivery the Wine

7.3. Managing the Business

7.4. Selling Wine-backed Cryptocurrency

7.5. You Drink It, You Own It

7.6. Telling Our Story

7.7. Design 1 – Building blocks

7.8. Building Blocks

7.9. Facilities

Description of working facilities

7.10. Servers and networking equipment

Virtual Server @ Dayco Host
Hosted Server @ Nologin
Node @ Costaflores

7.11. Software Tools

Linux
Apache web server
Magnolia
Confluence
Jira
Sentilo
Venduino
WebDAV

7.12. Documentation and communication tool

8. Implementation Plan

9. Test Plan

10. Control Plan

10.1. Runbook

10.2. Training Plan

10.3. Staffing requirements

10.4. Support

10.5. Helpdesk