

## TFN Impact Report

<b>Name of your Organisation:</b>	Maxx Chatbox
<b>Date of TFN event which you pitched at?</b>	14/12/2017
<b>Name of the project TFN funded:</b>	Maxx Chatbot Discovery
<b>Were you able to undertake your project as you outlined in the application?</b>	Yes
<b>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</b>	<p>Initial objectives:</p> <ul style="list-style-type: none"> <li>• The vision and initial objectives for Maxx Chatbot was centred around the timing of the change in open banking legislation, and the transition of legacy benefits to universal credit, to provide support specifically to the JAMs (Just About Managing's) to manage their finances better.</li> <li>• Carry out user research</li> <li>• Build a prototype, test it against assumptions gained from research.</li> </ul> <p>Unexpected problems:</p> <ul style="list-style-type: none"> <li>• System Development: Extended research with our potential end users and target market showed that the solution Maxx was initially suggesting was too hi-tech and therefore less trusted for many of its potential end users. We then pivoted to build a text chat bot in adherence with these insights.</li> <li>• GDPR – as a tech start up, gaining access to certain data posed a difficult barrier. When initially scoping the project, there was an expectation that the implementation of GDPR would be more widespread at the date of the legislative than it actually was. The reality is that many organisations are implementing their changes this year.</li> <li>• Transition of Legacy Benefits to Universal Credit: We could not have foreseen and built a product to battle the level of human misery Universal Credit fetched.</li> <li>• Personnel: Initially, my co-founder moved away to Canada. I was then working with a developer and online business owner for 2 months, who was able to build the very first prototype of Maxx, however this relationship did not work out long-term.</li> <li>• Dissolving the business: Unfortunately, after huge deliberation, I will be dissolving Maxx by the end of 2018, once I have written a blog post on my journey from Year Here Fellow to failed Start-up owner to supporting another tech start-up, Nightingale , from the same crop of ventures that Maxx was born from. Nightingale are building a 360 degree tech solution to safeguarding in schools, I have spent the last 3 months researching and co-designing the product with students and teachers.</li> </ul>
<b>What portion of the project did TFN fund?</b>	100

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<b>How many direct beneficiaries did the TFN funded project reach?</b>	0
<b>How many indirect beneficiaries did the TFN funded project reach?</b>	50+
<b>Were you able to leverage further funding as a result of TFN support?</b>	No
<b>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</b>	No
<b>How important was TFN funding in helping you achieve your objectives?</b>	We would have found it difficult to achieve our objectives without TFN funding
<b>Has the training you received from TFN better prepared you in pitching your organisation to potential funders?</b>	Yes
<b>Has TFN increased your capacity to raise further funds?</b>	Yes
<b>Since presenting at TFN, has your organisation undergone any other significant changes?</b>	As mentioned above, I will be dissolving the business in the coming few weeks.
<b>Do you have any other comments or feedback on the experience of the TFN process?</b>	
<b>Can you tell us any personal stories to highlight the value of the project?</b>	<p>A personal highlight that will stay with me, will be the sheer variance in my days as founder of a tech for good start up. From designing user research workshops to financial modelling, it's been a truly life changing experience.</p> <p>Additional invaluable learnings include:</p> <ul style="list-style-type: none"> <li>• Understanding how to scope projects</li> <li>• Understanding the importance of unexpected and external components affecting start-ups.</li> <li>• Understanding how I could navigate and influence some areas, but also accept there are areas outside of my scope.</li> <li>• And finally, being able to contribute to the design of Nightingale's service.</li> </ul>