Ashley,

I have had an interesting email exchange and technical discussion with Dan last night and today.

My findings and opinions are:

**Personnel**

* Dan is an experienced and smart developer , and technical partner for TFC. His active and full time participation in the technical development and product support will be critical to the success of TFC.
* TFC have a low bus factor, if Dan left or was unable to continue in his current role, TFC would unfortunately be in very difficult position. Bringing in another mid-level developer will reduce this risk. Improving the documentation about systems and processes in your shared google drive will also reduce this risk somewhat. These are all improvements a potential acquirer will want to see in place.
* Dan has also written some technical design documentation, but, it's hard to keep that up to date. It's still useful, but I don't believe it has been revised in months. That said, this is a pretty standard rails application and most probably a skilled rails developer could come in and do basic maintenance in several weeks.
* I feel that adding a second mid-level developer should be strongly considered with the funds that are raised.
* Dan and I agree that having a new mid-level developer perform Tier 2 support behind Stephanie’s Tier 1 customer support would be a good starting place.

**Security**

* There is no proprietary code licensed for this system, so the infringement risk is low.
* WE did not discuss possible Intellectual property.
* TFC does not have a password rotation policy, and should consider at least an annual password rotation with robust password strength.
* Security and Scalability as outlined in his recent doc looks adequate for your current stage of development.

**Architecture**

As a single Heroku instance can and does currently support multiple kitchen busineses, vigilance is important to ensure no data can be leaked from one kitchen to another.

* As Dan suggested , you may want to offer separate Heroku instances for a large kitchen that wants faster response and the most secure environment.
* At this point your system hasn't reached the scale needed to set up a network architecture and separate components, though that is certainly in the (long term) roadmap.

**General**

* Dan and I discussed the current practice of daily product releases of new software improvements. We discussed the benefits to the kitchens, customers and TFC of less frequent updates ( weekly or monthly).

* The current technical overhead cost of $13 per kitchen per month plus the Stripe payment processing charges is very reasonable.

Overall I am pleased with Dan’s technical approach, and tools.

Along with marketing and Sales, This product development, testing and support are key to your success.