

Calligraphy

Write your best

Pros

- *good company name*
- *you have a hw-signature*
- *make it easier to have it as a hw-document*
- *looks great, might make sense e.g. for wedding invitations*
- *nice .ppt*
- *handwriting is esthetically beautiful*
- *something unique that doesn't exist yet and might have its use*
- *it is free*
- *free sells*
- *more personal attitude*
- *uniqueness*
- *the part with taking your own handwriting and make it like font is the best thing*
- *looks better than painted letter*
- *good idea*
- *geeks would love it to play with*
- *it's cool*
- *it's different*
- *innovative*
- *customizable*
- *charming*
- *free, nice, personal*
- *idea is clearly doable*
- *unique idea*
- *like your passion*
- *it's very good for personal, yet important stuff*
- *everybody can use his own writing: personal!*
- *People will just understand what I write, that was impossible before*
- *I like the cat in the presentation*

Cons

- *I have a really bad handwriting, people will just know that's not mine*
- *Why? I don't think I will use it or pay for it*
- *Browser App "clumsy"*
- *What if a doctor uses it...*
- *At the end you will use a font, not your personal writing!*

- *Only very few people will use it*
- *People must learn grammar and how to write, ignorance is bad*
- *Typography course; Tue & Fri C3.06 15:00 – 17:00*
- *Useless*
- *Upload my stuff to anywhere sounds bad*
- *How do you know people want to send “handwritten” letters*
- *No business idea*
- *Can be boring after some sentences (uses?)*
- *Why? I mean, why?*
- *Difficult to implement*
- *Handwriting made by a computer I don’t think will be readable*
- *I don’t think I would use it*
- *Where is your team?*
- *If it isn’t real effort and not the real thing, it is not personal any more in my point of view*
- *Difficult to implement technically (pen puts diff. pressure on paper, handwriting changes with mood, ...)*
- *No business*
- *How to make money?*
- *Don’t think audience is big*
- *Do people want that?*
- *Doesn’t make that much sense, unless you “add” something..*
- *What’s the MSE? (what is MSE??)*
- *Complicated*
- *How do you make money with it? What is your business model?*
- *How you will make profit?*
- *It’s fun only in the beginning but when everybody starts using the same app it will be the same using fonts*
- *It’s not a real handwriting. It doesn’t feel like handwriting*
- *Profitability?*