

# Phases of Development

## **I. Team Development and Planning – (months 1 - 6)**

- Identify potential senior and executive levels of team
- Create critical path for all departments
- HR, payroll and tax setup
- Finalize task progression for all disciplines
- Review and edit extended marketing plan and time line
- Social media campaign launch
- Generate collateral plan
- Develop marketing plan with PR partner
- Identify founding members
- Create temporary informational site with limited functionality and publish
- Create graphic design plan
- Commence phase 1 development with software partner
- Identify and select host server

## **II. Phased Site Development (months 3 – 9)**

- Develop Chefs Marketplace portal, and publish
- Beta testing
- Develop resource page format
- Develop news and media program and publish
- Develop sales kits and all collateral
- Begin regional development plan and founding purveyor agreements
- Develop signup process and data stream collection
- Set up AR and electronic financials
- Weekly progress reporting and deliverables schedule to investment team

## **III. Launch Preparations (months 8 – 11)**

- Finalize membership acquisition marketing initiatives and prepare for launch
- Test run on membership and UX functionality and code audit
- Beta Chef test
- Publish resources
- Plan travel for promotion (trade shows)
- PR campaign marketing campaign launch
- Student loan payoff contest launch (social media)

## **IV. Pre-Launch Preparations (months 11 – 13)**

- Speed test and server testing
- Beta testing
- Privately Publish site and run through testing with founding membership ( beta group)
- Schedule printed media advertising and deliver artwork
- Identify specific launch date
- Schedule travel and trade show

## **V. Public Launch and Promotion (months 13 – 19)**

- Travel and aggressive promotion to stimulate growth
- Development of advanced features
- Development of mobile applications
- Regional expansion plan
- Marketplace expansion
- Phase 2 PR marketing campaign launch
- Budget and forecast expansion to year 5

## **VI. Regional Expansion (months 18 – 24)**

- Regionally specific marketing campaign
- Marketing traction review
- Launch mobile application
- Continued travel to regional trade shows and events