|  |  |  |  |
| --- | --- | --- | --- |
| **Activities/Tasks** | **Responsible**  **Individual(s)** | **Date completed or date completion is expected** | **Status (red, yellow, or green)** |
| Contact BetaBait to find beta users, invite tech journalists for beta test | Huang | 5/15/15 |  |
| Contact various Techweek events, SXSW, university hackathons to demo application | Ford, Worek, Spiecker | 6/20/15 |  |
| Implement all feedback provided by beta users | Illuminati | 7/31/15 |  |
| Prepare launch party, national rollout | Ford, Huang, Spiecker, Worek | 8/15/15 |  |
| Begin cold calling for sponsorships in the Greater Philadelphia area | Ford, Huang, Spiecker, Worek | 12/24/15 |  |
| Begin cold calling for sponsorships in the Tri-State Area | Ford, Huang, Spiecker, Worek | 3/1/16 |  |
| Introduce banner ads to website | Illuminati | 5/1/16 |  |
| Restructure startup into company with organizational hierarchy | Ford, Huang, Illuminati, Spiecker, Worek | 6/1/16 |  |
| Begin attracting nationwide sponsorships | Ford, Huang, Spiecker, Worek | 1/1/17 |  |

**Pig-e-Bank Project: Implementation Plan**

***Year 1 begins 1/1/15***