

OBJECTIVE SCHEDULE



150K Investment		
	feb-15	jul-15
Commercial Objectives:	4 malls	31 malls
Planned Income:	4K	27K
Active Users:	1500	36K
Team:	1 java, 1 CTO, 1 CCO, 1 Community, 1 data entry, 1 HTML, 1 CEO-mkt	4 developers, 2 mkt, 1 support, 1 data entry, 1 testing, 1 community, CEO, country manager
Task	Responsible	Planned Delivery
Self Service Platform for Malls	CTO	feb-14
Backend redesign	HTML Developer	
Analytics filters	CTO	
Video Tutorials	MKT	
WiKI – FAQs	MKT + CTO	
Missing KPI	CTO	
Access Roles Revision and add new “View Only” role		
Geolocation API	CTO	ene-14
Mapping app		
Clipping API	CTO	dic-14
Mobile App Enhancements		nov-14
Adding targeting in geolocation campaigns		
Home screen – Geolocate Offers		
Massive sell to Shopping Malls 50K		Start invoicing 10 clients in March feb-15 2015
Brand Fidelity + Traffic assertions		may-15
QR Code Scanner		
QR Codes Database		
Brands Commercial Strategy		
Adding physical stores outside shopping malls		abr-15
Mobile App Screen design		
Backend Screen design		
Self Service Platform for Brands		jun-15
Video Tutorials		
CRUDs		
Sell to Stores 150K		Start invoicing brands in september 2015 Facturar jul-15 septiembre 2015
Expand the business Model USA	100K	