**Founderport Launch Roadmap**

(Customized directly from the completed business plan inputs)

# Stage 1 — Foundation & Setup

Goal: Establish the legal, technical, and operational base for Founderport.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Description | Dependencies | Angel’s Role | Status |
| 1.1 Incorporate Founderport (complete) | Already registered as a California C‑Corp. Maintain filings and bylaws. | None | Archive legal docs in Founderport vault | ✅ |
| 1.2 File Trademarks for Founderport & Angel | Protect branding before public marketing. | Legal counsel | Provide USPTO filing links, draft description text | ⏳ |
| 1.3 Create IP & Copyright Plan | Secure Workflow 1 design and written assets post‑beta. | Beta completion | Schedule copyright filing reminder | ⏳ |
| 1.4 Confirm Development Infrastructure | Azure (cloud), Supabase (DB), OpenAI (LLM). Set up environment variables and monitoring. | None | Generate config checklist | ✅ |
| 1.5 Implement NDA & Contract Controls | Ensure all developers have signed NDAs and IP clauses. | Legal & admin setup | Store executed NDAs securely | ✅ |

# Stage 2 — Product Development (Beta Build)

Goal: Deliver the first functional version of Angel (Workflow 1).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Description | Dependencies | Angel’s Role | Status |
| 2.1 Develop Angel’s KYC & Business Plan Logic | Implement conversational Q&A and scrapping/draft functions. | Core logic framework | Generate copy scripts & prompt map | ✅ |
| 2.2 Integrate Dynamic Progress Bars | Create both section‑level and total‑plan tracking visuals. | UI dev | Provide UX spec & behavior logic | ⏳ |
| 2.3 Test Phase Transitions (Plan → Roadmap → Implementation) | Validate smooth continuity and state preservation. | Backend logic & DB storage | Generate regression test checklist | ⏳ |
| 2.4 Internal Beta QA | Dev team in Islamabad conducts internal test cycles. | Product build | Monitor feedback and fix critical bugs | ⏳ |
| 2.5 Prepare External Beta | Recruit testers (target: 10–20). Offer $750 incentive pool. | Legal, marketing | Provide user onboarding script & test feedback template | 🔜 |

# Stage 3 — Marketing Readiness

Goal: Drive awareness and generate early interest before full launch.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Description | Dependencies | Angel’s Role | Status |
| 3.1 Establish Landing Page | Build clear site with CTA (“Start your plan free”). | Content & design | Draft copy, CTA text, and visuals | ⏳ |
| 3.2 Google Ads Campaign | Target CA, TX, NY, FL, and other startup hubs. | Landing page live | Suggest ad keywords and headlines | 🔜 |
| 3.3 Short‑Form Video Launch | Post content explaining Founderport & Angel. | Brand assets complete | Generate scripts & posting calendar | 🔜 |
| 3.4 SDSU Partnership Outreach | Contact MBA entrepreneurship program. | Beta ready | Draft outreach email and MOU outline | ✅ |

# Stage 4 — Beta Launch & Feedback

Goal: Validate UX, refine Workflow 1, and prepare for public release.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Description | Dependencies | Angel’s Role | Status |
| 4.1 Launch Beta Test | Deploy to closed group, collect structured feedback. | QA sign-off | Track user sessions & sentiment | 🔜 |
| 4.2 Analyze Beta Data | Identify friction points and most-used features. | Feedback gathered | Generate summary insights and recommendations | 🔜 |
| 4.3 Implement Refinements | Adjust UX, add missing functions, resolve bugs. | Data insights | Prioritize fixes & assign to dev | 🔜 |
| 4.4 Prepare Press & Content | Begin storytelling around Beta success. | Positive test results | Draft blog & press templates | 🔜 |

# Stage 5 — Public Launch

Goal: Release Founderport to market, begin revenue generation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Description | Dependencies | Angel’s Role | Status |
| 5.1 Launch Founderport Publicly | Website, subscriptions, and onboarding live. | Beta sign-off | Manage onboarding scripts | 🔜 |
| 5.2 Begin Marketing Campaigns | Activate Google Ads, influencer partnerships, and social videos. | Site live | Monitor conversions & engagement | 🔜 |
| 5.3 Add BSN Prototype | Create provider intake form & simple listings. | Public launch | Automate provider submission form | 🔜 |
| 5.4 Track KPIs | CAC, LTV, churn, retention, satisfaction. | Live users | Build dashboard templates | 🔜 |

# Stage 6 — Scaling & Expansion

Goal: Evolve Founderport into a multi-agent entrepreneurship ecosystem.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Description | Dependencies | Angel’s Role | Status |
| 6.1 Develop Angel Acquirer | Create experience for business buyers (evaluation, due diligence). | Stable platform base | Draft workflow structure & logic flow | 🔜 |
| 6.2 Build Business Services Network (BSN) | Launch verified marketplace for service providers. | Provider intake | Vet listing rules & revenue model | 🔜 |
| 6.3 Introduce Premium Agents | Legal, Finance, Marketing agents. | Stable API integration | Recommend tiered feature design | 🔜 |
| 6.4 Begin International Expansion | Start with English-speaking markets. | Revenue stability | Localize content and compliance | 🔜 |