Day 7 - Live Deployment and Post-Launch Practices

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Objective

Day 7 represents the culmination of the hackathon, with the successful deployment of our marketplace to a live production environment and the implementation of key post-launch strategies. This phase emphasized security, scalability, business growth, and professional development.

Deployment Overview

The live deployment process involved finalizing hosting arrangements, configuring environment variables, implementing security measures, and setting up monitoring tools.

Live Production Deployment

- **Hosting Platform:** Netlify (Originally planned for Vercel, but switched due to deployment errors)
- **GitHub Repository:** Successfully linked and updated. Repository name: hackathon-3-ahmed
- **Environment Variables:** All API keys and sensitive data securely stored.
- **Deployment Status:** Successfully deployed without errors.

Security & Performance Testing

- **SSL Enabled:** Website is secured via HTTPS.
- **Security Testing:** Implemented basic security measures, including input validation and API protection.

- **Performance Testing:** Maintained a GTmetrix grade of A.
- **Monitoring Setup:** Integrated Google Analytics for tracking user activity.

Disaster Recovery & Backup

- **Backup Strategy:** Regular database and asset backups are in place.
- **DR Plan:** Defined procedures for rapid recovery in the event of system failures.

Post-Launch Strategies

Following the launch, the focus shifted to branding, marketing, and business development.

Branding & Marketing

- Designed brand identity for Exclusive (Logo, Social Media presence).
- Planned marketing campaigns.

Business Pitch Deck & Resume Submission

- **Business Pitch Deck Created:** Covering the company vision, objectives, financial projections, and growth strategy.
- **Resume Updated & Submitted:** Showcasing relevant skills, hackathon experience, and project contributions.
- **Pitch Deck & Resume Submitted**

Next Steps

- Scale operations and expand product offerings to include more categories.
- Enhance security protocols with the implementation of penetration testing tools.
- Expand business reach across Pakistan and internationally.

Final Notes

This hackathon has provided a valuable experience, from the initial development of a tech marketplace to its live deployment. Moving forward, Exclusive aims to continue its growth, providing high-quality products to customers globally.