

Desk

Finish ODE development on free level 1 limit order book data. Data should be obtained from Dukascopy Swiss banking group.

Backtest on range of Dukascopy financial data. If enough capital is raised from investors then purchase higher quality data.

Real-world testing using small amount of capital.

Train using AWS on the Dukascopy dataset.

Begin web development.

Start using majority of initial capital on a marketing campaign to build a strong brand image.

Begin crowd-funding campaign on Kickstarter.com

Complete **minimal viable product** of customisable network.

Launch beta version of MVP application to crowd funders.

Complete minimal viable product of web application.

Gather metrics and collect feedback from crowd funders.

Change and tweak product according to metrics and feedback.

Upscale marketing campaign for initial brand image. Very important for strategic defence.

Reevaluate pricing model, is Freemium necessary?

Final streamlining of web application.

Begin writing blogs and tutorials (potentially hire copywriters at this stage).

Increase communication with crowd funders (customer relationships)

**Initial Release**