🏠 Goal

Build RNTL into a R100K+/month mobile marketplace by December 2025 through bookings, boosts, DJ subscriptions, and used gear sales, by leveraging organic growth via university ambassador programs, DJ partnerships, and targeted student networks across Stellenbosch, Cape Town, and beyond.

🏫 Revenue Streams (Targets by December)

Stream	Description	Target Monthly Revenue
Booking Fees	12% on gear bookings	R40K–R60K
Boosted Listings	Paid visibility for DJs	R5K–R10K
DJ Subscriptions	Premium tier for DJs (R199/month)	R5K–R15K
Used Gear Marketplace	Sales commission (8–15%)	R5K–R10K
Corporate/Formal Events	Large scale party rentals	R15K–R30K
Spin-Off Tools/Apps	Quote tool, affiliate links, etc.	R10K–R25K
Total Goal		**R100K+**

✈️ 6-Month Weekly Roadmap (Aug–Dec)

August: MVP Launch & Listings (Weeks 1–4)

• Week 1: MVP authentication, listing DB, initial UI (FlutterFlow + Supabase)
• Week 2: Listing creation, browse feed, availability filter
• Week 3: Booking logic, Stripe integration, basic calendar
• Week 4: DJ onboarding (20+), social launch, WhatsApp group seeding

September: Growth Flywheel (Weeks 5–8)

• Week 5: Add messaging + reviews; DJ dashboards
• Week 6: Launch listing boosts (R20–R60); push first rentals
• Week 7: Referral & ambassador program launch
• Week 8: Expand to UCT + UWC; track 100+ bookings

October: Monetization Expansion (Weeks 9–12)

• Week 9: Add used gear marketplace (buy/sell tab)

- Week 10: Launch RNTL Pro (R199/month): stats, boost credits
  - Week 11: Partner with 5 societies/event orgs
  - Week 12: Add multi-day bookings + quote calculator test

November: Holiday Surge & Bundles (Weeks 13–16)

  - Week 13: Party bundles (gear + lighting presets)
  - Week 14: Run boost/subscription promos
  - Week 15: Sell early DJ year-plans (R599/year)
  - Week 16: Cape Town holiday rentals + DJ talent requests

December: Closeout & Scale (Weeks 17–20)

  - Week 17: Push quote tool as micro-SaaS for planners (lets users input date, venue, and gear needs to instantly receive rental estimates, reducing planning friction and saving time)
  - Week 18: Launch RNTL DJ hiring option (optional)
  - Week 19: Optimize app UX, review retention & pricing
  - Week 20: Finish with 1,000+ users and 400–800 bookings/month

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🏫Key Metrics

  - DJs onboarded: 100+
  - Monthly bookings: 400–800
  - Avg. booking: R1,500–R2,500
  - Users: 3,000+
  - Boosts/mo: 200+
  - DJ subs: 50–100

Tools You'll Need

  - **FlutterFlow** for front-end (iOS/Android)
  - **Supabase** (PostgreSQL + Auth + Realtime chat)
  - **Stripe** for payments, boosts, and subscriptions
  - **Notion** for project management
  - **Make/Zapier** (optional) for referral workflows or boost expiry automation

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💈 Critical Moves

  - Focus on **liquidity early** (good DJs + active renters)
  - Nail **payment flow** and **trust** (reviews, verified DJs)
  - Expand to **events + used gear sales** by Month 3
  - Leverage **year-end party season** for peak growth

Optional Spin-Offs (Q4)

• Event Quote Tool (SaaS or freemium web app)
• DJ Storefront Generator (no-code portfolio builder)
• DJ Booking/Talent Marketplace (15% commission model)

Want a companion Notion dashboard with tasks, checklists, goal tracking, and visual timelines to manage your weekly roadmap?