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

**🔧 Week 1 – MVP Foundations**

**Goal:** Scaffold the app with working auth, database structure, and basic navigation.

**🔲 Tasks:**

* Set up FlutterFlow project (brand colors, logo, fonts)
* Connect Supabase backend (auth + database)
* Design onboarding flow (signup/login with email + social)
* Set up database tables:
  + Users (DJ, Renter, Role, Profile Info)
  + Listings (gear, price, photos, availability)
  + Bookings (status, dates, total, user IDs)
  + Reviews
* Test Supabase auth and user roles
* Basic navigation bar (Home, Listings, My Bookings, Profile)

**🎛️ Week 2 – Listings Core**

**Goal:** Make it possible to create and browse listings with filters.

**🔲 Tasks:**

* Build “Create Listing” page
  + Title, Description, Gear Type
  + Daily/Hourly Rate
  + Date availability selector
  + Upload photos
* Build Listings feed page
  + Display cards with key info (price, image, location, rating)
  + Add availability date filter
* Create “My Listings” management screen (edit/delete)
* Add search and filter logic (basic by date and type)

**💸 Week 3 – Booking & Payments**

**Goal:** Implement full booking and payment workflow.

**🔲 Tasks:**

* Create Booking Request screen (linked to listing + dates)
* Owner booking confirmation logic (manual or auto-approve)
* Integrate Stripe into FlutterFlow:
  + Collect renter payment
  + Save transaction details to Supabase
* Add Booking Success screen and cancellation logic
* Implement basic booking calendar (for DJs and renters)
* Validate payment flow end-to-end

**🤝 Week 4 – DJ Onboarding & Social Launch**

**Goal:** Seed supply side (DJs with listings), launch soft marketing.

**🔲 Tasks:**

* Build lightweight DJ profile pages
* Create onboarding form for DJs (WhatsApp link or embedded)
* Set up and populate a WhatsApp or Telegram group for DJs
* Onboard 20 DJs with at least 1 listing each
* Create launch post/content for:
  + Instagram & TikTok (announcing launch, “list your gear”)
  + WhatsApp broadcast (to friends, DJ groups, party organizers)
* Set up Notion or Airtable to track early signups/bookings

**📌 Tips for the Month:**

* Start testing with real DJs early (week 2–3)
* Use a “fake” payment mode in Stripe during testing
* Focus on listings and liquidity; supply must be ready before users search

**🚀 Weeks 5–10: Growth + Monetization Prep (September–Mid October)**

**📬 Week 5 – Messaging & Reviews**

**Goal:** Add trust features to reduce friction and build renter confidence.

**🔲 Tasks:**

* Add in-app chat (Supabase Realtime or FlutterFlow Chat)
* Connect chat to listings + bookings
* Create Review system:
  + Star rating + text comment
  + Link reviews to users and listings
  + Show average rating on profile/listing card
* Create DJ dashboard (bookings, reviews, edit listings)

**🚨 Week 6 – Listing Boosts + First Rentals**

**Goal:** Monetize attention and get your first revenue.

**🔲 Tasks:**

* Add “Boost My Listing” feature:
  + Pay R20–R60 to bump listing to top of feed for 7 days
  + Integrate Stripe for payment
  + Set timer/expiry for boost status
* Display “boosted” badge or highlight UI
* Track boost usage & revenue in Supabase
* Run a pilot: offer first 10 boosts free to DJs
* Push renters to book via:
  + Referral to student party planners
  + Group message: “These DJs available this weekend!”

**👥 Week 7 – Referral & Ambassador Program**

**Goal:** Organically grow renter side via students and DJs.

**🔲 Tasks:**

* Create “Refer a friend” system:
  + Renter gets R25 off
  + Referrer gets R25 credit
  + Use Supabase or Make/Zapier to track referrals
* Launch DJ Ambassador Campaign:
  + Create branded post template: “I rent gear on RNTL”
  + Reward for referring new DJs (R50 cash or free boosts)
* Track shares with unique codes or Airtable
* Promote on Instagram/TikTok: “Rent gear in 60 seconds”

**🎓 Week 8 – Campus Expansion**

**Goal:** Reach UCT, UWC, and more of Stellenbosch.

**🔲 Tasks:**

* Run 3–5 boosted Instagram reels targeting Cape Town students
* Partner with campus societies:
  + DM societies: offer free party quote tool + DJ access
  + Trade shoutouts for R500–R1000 worth of boost credits
* Host a DJ Q&A or “gear tour” livestream to engage DJs and renters
* Collect feedback from new users (Notion or Typeform)
* Track bookings across all schools

**💼 Week 9 – Used Gear Marketplace**

**Goal:** Unlock buy/sell revenue channel for DJs.

**🔲 Tasks:**

* Add new tab: “Buy/Sell Gear”
* Build used listing form (title, price, condition, image)
* Use Stripe for purchases or link to external platforms
* Show “Verified DJ” badge for trustworthy sellers
* Test 5–10 listings with early DJs
* Share launch via DJ groups and Instagram

**💳 Week 10 – Launch RNTL Pro (Subscription)**

**Goal:** Start recurring revenue from DJs.

**🔲 Tasks:**

* Create “Pro” tier (R199/month):
  + Get 3 free boosts/month
  + Priority placement on feed
  + Access stats (views/bookings)
* Add Stripe subscription plan
* Add Pro badge to DJ profile/listings
* Send email/in-app message to DJs: “Upgrade to Pro”
* Sell 10–20 subs via launch promo (e.g., R149 first month)

**🔑 Optional tools to help this phase:**

* **Zapier/Make** to automate boost expiry or referral logic
* **Google Analytics / Mixpanel** for tracking Pro conversions
* **Tally.so or Typeform** for feedback loops

**💰 Weeks 11–15: Monetization, Expansion, and Party Surge Prep**

*(October – late November)*

**🤝 Week 11 – Society & Events Partnerships**

**Goal:** Drive formal bookings and unlock larger event opportunities.

**🔲 Tasks:**

* Reach out to 10–15 university societies/event organizers
  + Offer affiliate-style model or free DJ access
* Build “Event Toolkit” Notion page or mini landing page:
  + DJ hire
  + Gear bundles
  + Instant quote tool
* Enable multi-user bookings for event accounts
* List RNTL in student newsletters or event planning groups
* Secure 3–5 partner events or recurring bookings

**📅 Week 12 – Multi-Day Bookings + Quote Calculator**

**Goal:** Support bigger events and simplify renter planning.

**🔲 Tasks:**

* Extend booking logic for multi-day rentals
  + Include date range selection
  + Auto-calculate discounted multi-day pricing (if needed)
* Build MVP of “Quote Calculator”:
  + Inputs: date, venue size, number of guests
  + Output: gear recommendations + estimated cost
* Link calculator to gear bundles and listings
* Add quote tool to homepage as planner lead-gen

**🎛 Week 13 – Party Bundles Rollout**

**Goal:** Streamline gear rentals into one-click “party presets.”

**🔲 Tasks:**

* Build “Bundle” listing type:
  + Speaker + lights + mic combos
  + Choose from 2–3 pre-priced packages
* Create page for bundles (with visuals and price tiers)
* Collaborate with top DJs to create curated bundles
* Promote bundles as party-season product
  + “Throw a party in 60 seconds – gear sorted”
* Offer a limited-time discount on bundles

**📣 Week 14 – Boost & Subscription Promo**

**Goal:** Drive app revenue before the holiday season.

**🔲 Tasks:**

* Run Black Friday promo:
  + Boost bundles: buy 2, get 1 free
  + 50% off RNTL Pro (first month or annual plan)
* Add in-app banner for promo
* Share DJ earnings stats: “Top DJs made R\_\_\_ on RNTL”
* Collect testimonials from early DJs and renters
* Set revenue goal for the week (e.g., R10K+)

**🏷 Week 15 – Year-Plan Sales & Talent Requests**

**Goal:** Lock in 2026 DJ commitment and build a pool of trusted talent.

**🔲 Tasks:**

* Offer DJs a 1-year RNTL Pro plan (R599–R799):
  + Limited bonus (e.g., 6 extra boosts)
  + Highlight future upgrades (mobile invoices, storefront, etc.)
* Build DJ Talent Request feature:
  + Renter can request “DJ + gear” for an event
  + DJs notified, send quotes via in-app chat
* Promote via Instagram: “Book your year-end DJ now”
* Target: Sell 30+ year-plans, 10+ DJ hires

**🧠 Key Focus This Phase:**

* Maximize revenue per booking (bundles + multi-day)
* Drive retention (Pro subs, year plans)
* Push toward R50K–R70K/month by mid-Dec

**🎯 Weeks 16–20: Holiday Surge, Closeout & Scaling**

*(Late Nov – End of Dec 2025)*

**🏖 Week 16 – Cape Town Holiday Rentals Push**

**Goal:** Activate summer bookings from tourists, locals & holiday homes.

**🔲 Tasks:**

* Geo-target boosted posts for Cape Town holiday renters
* Launch “Holiday Party Bundles” preset listings
* Contact 5–10 villa managers or Airbnb hosts:
  + Offer rental cut for in-house parties
  + Partner listing model (they earn per booking)
* Add “Available for NYE” badge to DJs/gear

**🧮 Week 17 – Launch Quote Tool (Micro-SaaS)**

**Goal:** Spin off the Quote Calculator as a self-serve lead-gen tool.

**🔲 Tasks:**

* Finalize quote UI: date, venue, party type
* Auto-generate gear combos + price estimates
* Include CTA: “Book Now on RNTL” or “Match me with a DJ”
* Publish as public web page or embed in landing site
* Share with societies, DJs, and planners
* Collect feedback (track conversion rate vs. traffic)

**🎤 Week 18 – DJ Hiring Portal (Optional Add-On)**

**Goal:** Open new revenue stream via DJ bookings.

**🔲 Tasks:**

* Add “Book a DJ” directory:
  + Profiles include availability, gear, sample sets
  + Basic calendar integration
* Charge 10–15% commission on gigs (optional)
* Allow DJs to offer gear + services as package
* Promote “Top DJs for NYE” and formals
* Test 3–5 paid DJ hire transactions

**🧪 Week 19 – UX Optimization + Retention**

**Goal:** Polish user experience and prep for 2026.

**🔲 Tasks:**

* Clean up UI: buttons, listing flows, onboarding
* Run in-app survey for renters + DJs (via Tally or Supabase form)
* Track:
  + Active users / MAU
  + Booking completion rate
  + Drop-off points
* Review pricing and Pro plan value
* Add light gamification (badge for reviews, referrals, bookings)

**🏁 Week 20 – Closeout Goals & System Prep**

**Goal:** Hit user targets and ensure your system can scale.

**🔲 Tasks:**

* Final push to hit:
  + 1,000+ users
  + 400–800 bookings/month
  + R50K–R100K monthly revenue
* Create DJ leaderboard (top earners, best rated)
* Set up 2026 goals:
  + Referral incentives reset
  + New product updates (e.g., storefronts, app 2.0)
* Create 1-page year-end recap (impact, earnings, stats)

**📈 Suggested Metrics by Dec 31**

| **Metric** | **Target** |
| --- | --- |
| DJs onboarded | 100+ |
| Monthly bookings | 400–800 |
| Avg. booking value | R1,500–R2,500 |
| Active users | 3,000+ |
| Monthly revenue | R100K+ |
| Boosted listings/month | 200+ |
| DJ Pro subscriptions | 50–100 |
| Quote tool conversions | 15–30% (from visits) |