

Conductor App

Progress Update 1

Presentation Overview

- 1. Planning Process
Pitch and Initial Design
- 2. Keeping Organized
Repository Setup
- 3. User Management /
Authentication / Roles
- 4. Class Directory
- 5. Attendance System
- 6. Work Journal /
Stand-up Tool

Planning Process

- Shaping Our Process
- Sprint Overview & Outcomes
- Sprint Reflection

Shaping Our Process

Met in-person early to create clear development plan, discuss dependencies, and agree on structure for the Conductor app

- Four Core Features:
 - a. User Management/Authentication/Roles
 - b. Class Directory
 - c. Attendance System
 - d. Work Journal/Stand-up Tool
- Scoped feature goals based on time and expertise
- Utilized Shape Up principles: fixed scope, clear appetite, risk identification

Whiteboard App Design, Schemas for Features

Packages/Frameworks:

- Node.js
- pg
- express(?)
- restify
- htmx

Attendee/Event

Meeting

- meeting_uuid (UUID) -- primary key, not null
- owners_uuid (array(UUID)) -- not null, must contain at least one UUID, can add
- meeting_type (ID or UUID) -- not null
- meeting_datetime (datetime) -- not null
- meeting_title (varchar) -- not null
- meeting_description (varchar)
- participants (array(UUID)) -- not null, but array can be empty

Attendance

- meeting_uuid (UUID) -- foreign key referencing Meeting
- student_uuid (UUID) -- foreign key referencing Student
- attendance_datetime (datetime) -- not null

Both meeting_uuid and student_uuid constitute primary key

Meeting Codes

- code_uuid (UUID) -- primary key
- meeting_uuid (UUID) -- foreign key referencing Meeting
- alphanumeric_code (varchar) -- not null
- qr_code (varchar) -- not null, a link to a mediafile
- create_datetime (datetime) -- not null, when the code was generated (not the creation date)
- expiration_datetime (datetime) -- not null, when the code is set to expire

Mapped User Journeys + Wireframes in Miro/Figma

Log in Page

Dashboard (Student)

Group Profile Page

User Profile Page

Class Directory

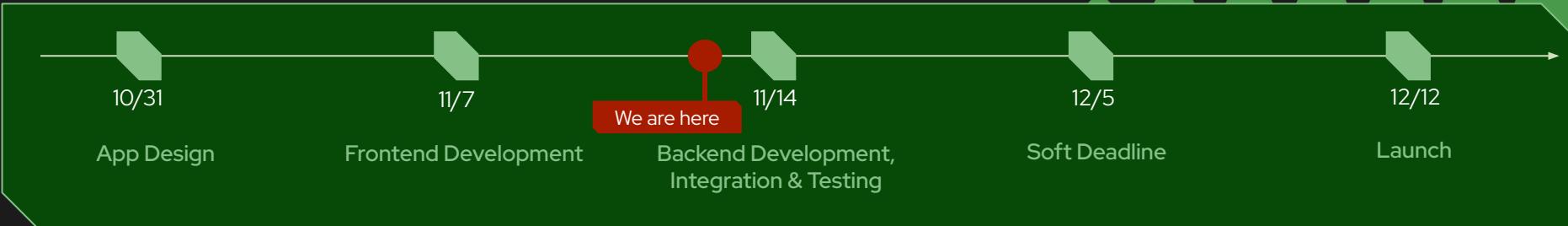
Activity

Interaction/Status Report

Group Directory Page

Sprint Overview & Outcomes

Project Timeline



During previous sprint:
collaboration logistics, technical
roadmap, and frontend
development

→ Deliverables:

- ◆ Feature ADRs
- ◆ CI/CD pipeline on GitHub repository
- ◆ User flow diagrams, UI wireframes
- ◆ Initial frontend feature implementation

Feedback Loops

Peer review for feature team designs to identify missing functionality, user flow, design improvements, and potential risks

Risk Mitigation

Deadlines pushed earlier to allow buffer time before final delivery

Iteration

Developing technical implementation and changing team workflow as necessary

Sprint Reflection

What Went Well

- ❖ Organized team structure and timely coordination
- ❖ Clear ownership of deliverables improved accountability
- ❖ CI/CD workflow delivered early
- ❖ Check-ins kept progress transparent

What to Improve

- ❖ UI and backend integration points need clearer documentation
- ❖ Cross-team communication should be more direct
- ❖ Feature subteam progress updates to keep entire team informed
- ❖ Need clearer testing + validation plan across features

Action Items for Next Sprint

- ❖ In-person meeting to clarify UI + integration between features
- ❖ Clarify Git workflow
- ❖ Revise and standardize ADRs
- ❖ Hold sprint check-ins for feature updates
- ❖ Create unified database schema
- ❖ Build backend APIs

Keeping Organized

- Repository setup
- Git Taskboard
- CI/CD Pipeline



Repository Setup

Issue Templates

To keep our issue tracking structured and consistent, we use GitHub Issue Templates for:

- **User Stories**

Defined in "As a [user], I want [goal], so that [benefit]" format, including acceptance criteria checklist.

- **Bug Reports**

Captures reproduction steps, expected vs. actual behavior, and environment details.

- **Feature Requests**

Used for proposing and scoping new enhancements.

Why Issue Templates

- Maintains a consistent reporting format
- Reduces missing information in submissions
- Simplifies triage and prioritization

Pull Request Template

Pull Requests are the primary way to merge code into protected branches.

What the Template Includes

- Summary of changes
- Type of change (feature, bug fix, refactor, etc.)
- Checklist for testing, documentation, and review readiness

Why a PR Template

- Ensures every change is well-documented before review
- Promotes thoughtful, reviewable commits
- Encourages consistent collaboration and traceability

Branch Protection

Branch protection rules are enabled on the main branch to enforce:

- Required PR reviews before merging
- Branches are up-to-date with main before merging
- Passing CI checks (e.g., linting)

Why Branch Protection

- Prevents direct pushes to main
- Guarantees all code is peer-reviewed and passes automated checks
- Maintains repository integrity

GitHub Projects TaskBoard

We manage all work using GitHub Projects with the Iteration Taskboard view.

- Provides visual tracking of progress (To Do → In Progress → Done)
- Integrates tightly with Issues and Pull Requests
- Enables iteration-based planning and prioritization
- Reduces dependency on external project management tools

Each card in the taskboard is a GitHub Issue that describes a user story, bug report, or feature request, ensuring a single source of truth for work tracking. In order to organize and contextualize issues, we ensure that the fields that are boxed in red are typically filled (bottom right image).

The image shows two screenshots of the GitHub Project TaskBoard. The left screenshot displays a 'conductor-tool' project's taskboard with five columns: Backlog, Ready, In progress, In review, and Done. Each column contains several GitHub issues with their titles, descriptions, and priority/size labels. The right screenshot shows a detailed view of an issue titled 'Infrastructure Specs #10'. This card includes a description, assignees (ezh247467), labels (documentation), type (Task), and a sidebar with project details like status (In progress), priority (Low), size (Small), and iteration (Oct 26 - Nov 7 - Current). A comment section is also visible at the bottom of the card.

CI/CD Pipeline

Currently Implemented

ESLint

- Detects code smells early in development
- Encourages a uniform code style across contributors
- Runs automatically in CI to ensure commits follow style guidelines.
- Developers can run npm run lint locally before committing changes.

JSDoc

- Provides a clear, centralized reference for functions, classes, and modules
- Encourages consistent documentation across all components
- Helps new contributors understand the API quickly
- Supports examples, types, and modular organization for complex projects

Home

Home
Modules
authentication

Conductor

Conductor is a web platform designed to streamline the management of large-scale software engineering courses (500+ students). It provides utilities and insights that help teaching staff and students focus on the more meaningful aspects of software engineering, while automating repetitive or administrative tasks.

Overview

The goal of Conductor is to:

- Automate time-consuming tasks involved in course management.
- Provide a consistent structure for collecting and evaluating observations.
- Support fair and transparent assessment for both individual students and project groups.
- Offer insights that help improve teaching efficiency and student learning outcomes.

Getting Started

Installing Node.js and npm

Conductor requires Node.js and npm (Node Package Manager). If you don't already have them installed:

1. Visit the [Node.js download page](#).
2. Download and install the LTS version for your operating system.
3. Verify installation by running the following commands in your terminal:
`node -v` – prints your Node.js version
`npm -v` – prints your npm version

Setting Up the Project

1. Clone the repository

```
git clone git@github.com:CSE210-f025-team07/conductor-tool.git
```

2. Install dependencies

```
npm install
```

3. Generate JSDoc documentation locally

```
npm run docs
```

You can also check our [GitHub Pages](#) for JSDoc documentation from main.

Future Implementation Ideas

Vitest

- Unit testing for modules and components
- Regression testing

Puppeteer

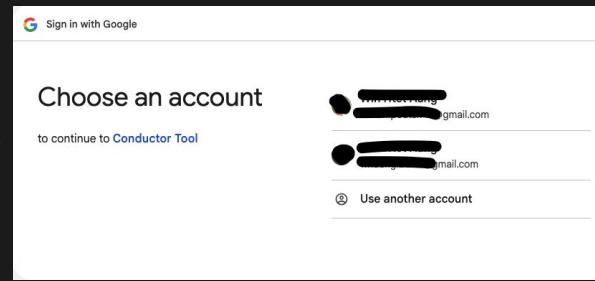
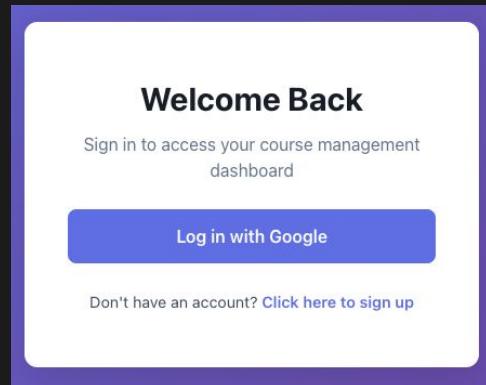
- End to end testing
- May have trouble with Google OAuth

User Management

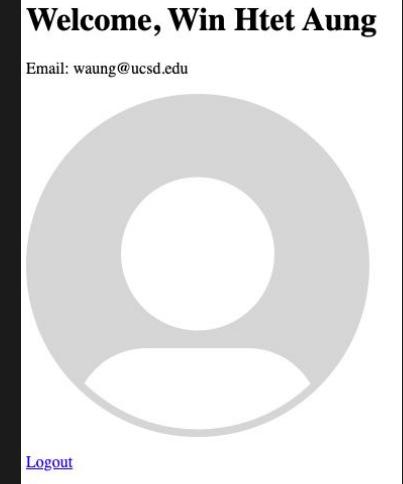
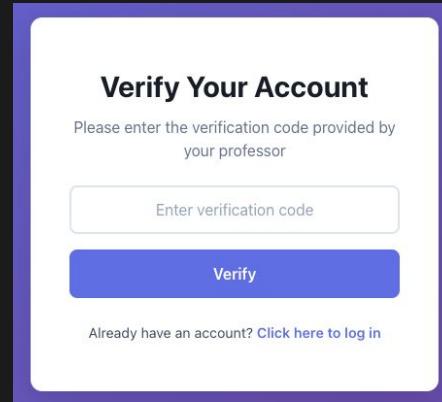
Development Summary

- Users can authenticate themselves into the web application
- Students can sign up to a designated class
- Students are assigned a role for the class
- Extension students need access to the web application

Authentication (UCSD Students)

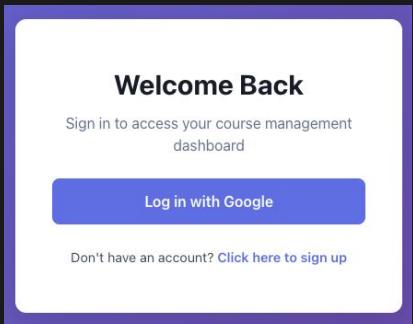


Google OAuth for authentication.
(Account protection)

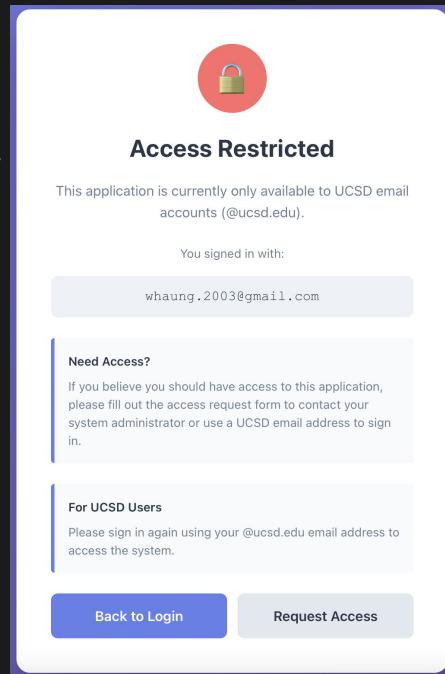


Verification Code handles both class
and role assignment.
(Each code is unique to a class + a role)

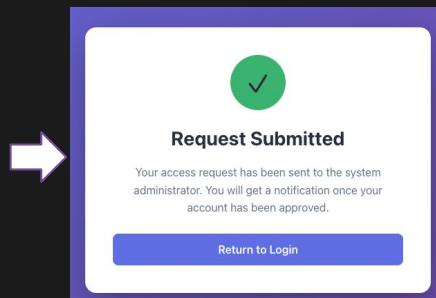
Authentication (Non-UCSD Students)



Non-UCSD emails
have access
restriction.

A screenshot of an "Access Request Form" page. The title is "Access Request Form". It explains that access is granted to students affiliated with UCSD but do not have a UCSD email. It asks users to fill out the form if they fall into this category. The form includes fields for "First Name *", "Last Name *", "Email Associated with UCSD *", "Associated Institution *", and "Verification Code *". At the bottom are "Submit Request" and "Cancel" buttons.

Extension students
will submit an access
request form to the
system admin.



Class Directory

Development Summary

- Class Dashboard
- User Directory
- Group Profile Page
- User Profile Page
- Group Directory

Class Dashboard

Instructor View

Software Engineering

CSE 210

Fall 2024

Lecture:

MWF 10:00 AM - 10:50 AM

Location:

WLH 2005

Syllabus

Canvas

Enrollment Statistics

523

498

25

Total Students

Active Students

Dropped Students

Recent Enrollments

Alice Williams

awilliams@ucsd.edu

11/8/2024

Active

Bob Martinez

bmartinez@ucsd.edu

11/7/2024

Active

Carol Davis

cdavis@ucsd.edu

11/6/2024

Active

David Garcia

dgarcia@ucsd.edu

11/5/2024

Active

Eva Rodriguez

erodriguez@ucsd.edu

11/4/2024

Active

Student View

Software Engineering

CSE 210

Fall 2024

Lecture:

MWF 10:00 AM - 10:50 AM

Location:

WLH 2005

Syllabus

Canvas

Class Roster

My Group

Team Alpha

My Profile

Teaching Staff & Office Hours

Thomas Powell

Instructor

Email: tpowell@ucsd.edu

Office: CSE 3220

Office Hours:

Group Profile

- Displays team information: name, course, project, mission, summary
- Team members list with roles, pronouns, responsibilities, contact info
- Clickable member names → navigate to user profiles
- Status and Metrics
- Activity timeline and schedule placeholder
- Status notes and resource links (repo, docs, chat)
- Accessible from dashboard "My Group" button, user profile "View Team Profile" or group card in Group directory

Team Alpha

CSE 210 - Software Engineering

TaskMaster Pro

Building a collaborative planning dashboard that syncs sprint notes, standups, and grading checkpoints in one surface.

Mission: Automate weekly task planning for large student project teams.

Productivity

Full Stack

Accessibility

Design Figma

Standup Notes

ON TRACK

Updated Nov 9, 2024

Velocity increased 10% after adding backlog grooming. Finalizing integration tests.

Sprint 4

Current Sprint

26

Story Points

28

Velocity

2

Open Bugs

Team Members

AW

Alice Williams

TEAM LEAD

Pronouns: she/her

Product direction, sprint facilitation, frontend architecture

Email: awilliams@ucsd.edu

GitHub: @awilliams42

FC

Frank Chen

BACKEND ENGINEER

Pronouns: he/him

Task ingestion service, database schema, CI workflows

Email: fchen@ucsd.edu

GitHub: @frank-chen

Recent Updates

Completed usability study Nov 8, 2024

Ran 5 moderated sessions; action items created for sprint 4 backlog.

Integrated calendar sync Nov 5, 2024

Course-wide calendar now mirrors sprint deadlines automatically.

Upcoming Milestones

Sprint 4 Demo

Nov 17, 2024

User Profile

- Personal information and academic info
- Contact details: email, phone, GitHub, personal website
- Staff info: office location, research interests
- Team membership cards: shows all teams user belongs to for different classes
- "View Team Profile" button → navigates to group profile
- Accessible from class roster, dashboard, or group profile member links

Alice Williams (she/her)

Junior
awilliams@ucsd.edu

About Me

Junior studying CS and Math at UCSD. Passionate about machine learning and web development. Currently working on several open-source projects and looking to collaborate on innovative software solutions.

Contact Information

Phone: (858) 555-0123 Personal Website: <https://alicewilliams.dev>

GitHub: [@awilliams42](#)

Academic Information

Majors: Computer Science, Mathematics Minor: Cognitive Science

Team Membership

Team Alpha TEAM LEADER

CSE 210 - Software Engineering
Project: TaskMaster Pro

[View Team Profile](#)

Data Wizards

CSE 158 - Recommender Systems
Project: RecSys Engine

[View Team Profile](#)

Class Roster

- Paginated grid view, results count display and page navigation
- Filter by role: All, Students, Instructors, TAs (with counts)
- User cards: Photo, name, role, email, metadata
- Clickable cards → navigate to user profiles
- Accessible from: Dashboard "Class Roster" button

Class Roster

CSE 210 - Software Engineering - 18 people

All (18)

Students (15)

Instructors (1)

TAs (2)

Showing 1-12 of 18



Alice Williams

Student

awilliams@ucsd.edu

Junior



Bob Martinez

Student

bmartinez@ucsd.edu

Senior

Group Directory

- Team info, status filter and project name
- Each team card → navigates to group profile
- Only visible to instructions and TAs, accessible from the Group Directory button in the dashboard

Group Directory

Software Engineering - 6 teams

All (6) On Track (3) At Risk (1) Critical (1) Excellent (1) Showing 1-3 of 6



Team Alpha

TaskMaster Pro

On Track



4 members

Productivity Full Stack



Data Wizards

RecSys Engine

At Risk



2 members

Machine Learning Recommender Systems



IoT Innovators

SmartHome Hub

Critical



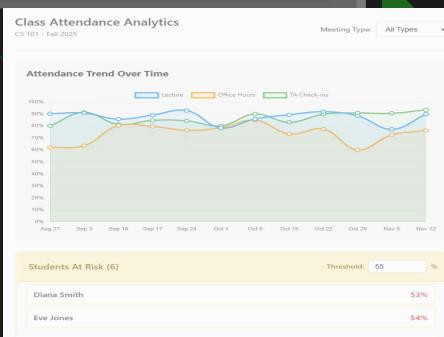
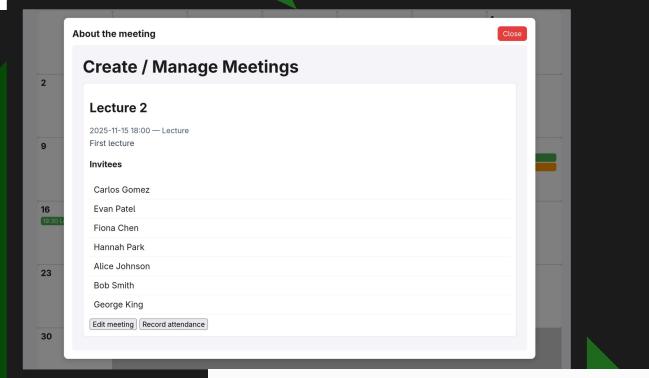
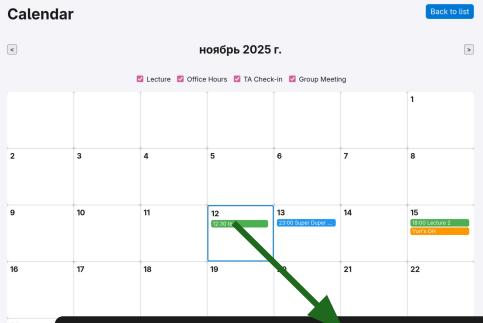
3 members

IoT Embedded

Attendance System

Development Summary

- Core idea: Meetings
 - Instructors, team leads, and students can create meetings. Each role has access to different meetings (for example, professors can create lectures, team leads can create team meetings, etc.)
 - Attendance is recorded for each meeting
 - Attendance needs to be recorded fast: QR and alphanumeric codes.
- Analytics at the glance: view attendance for the whole class (instructors), or for one student.



Attendance System

Next Steps: Integration

- Calendar must be put onto user dashboard
 - Dashboard scheme
 - Class metadata (for valid dates)
 - User permissions for creating/accessing meetings/putting in attendance
 - User databases
- Analytics must be integrated with dashboard + user profile
 - Dashboard + user profile scheme
 - Class metadata (for valid dates)
 - User permissions for viewing group analytics

Work Journal / Stand-up Tool

Submit Standup

Team

My History

TA Dashboard

Students: Fast updates, avoid busy work, see team progress

Team Leads: Spot blockers early, track team health

TAs/Prof: Scale oversight across multiple teams, catch at-risk students

GitHub Auto Import → Eliminates manual entry (cuts 2min → 30sec)

Sentiment + Code Metrics → e.g. high commits + low mood = overwhelmed)

Auto Escalation → Blocker >24hrs = auto-alert TAs (early intervention)

Org-Level Tracking → Auto-captures all team repos (no manual config)

Individual Stand-up/ Status

Submit Standup Team My History

Daily Standup

Wednesday, November 12, 2025

GitHub Connected
@alicechen • cse110-fa25-team-alpha [Auto-populate from GitHub](#)

What did you accomplish?
Describe what you accomplished yesterday...
e.g., Implemented user authentication, fixed 3 bugs, reviewed 2 PRs

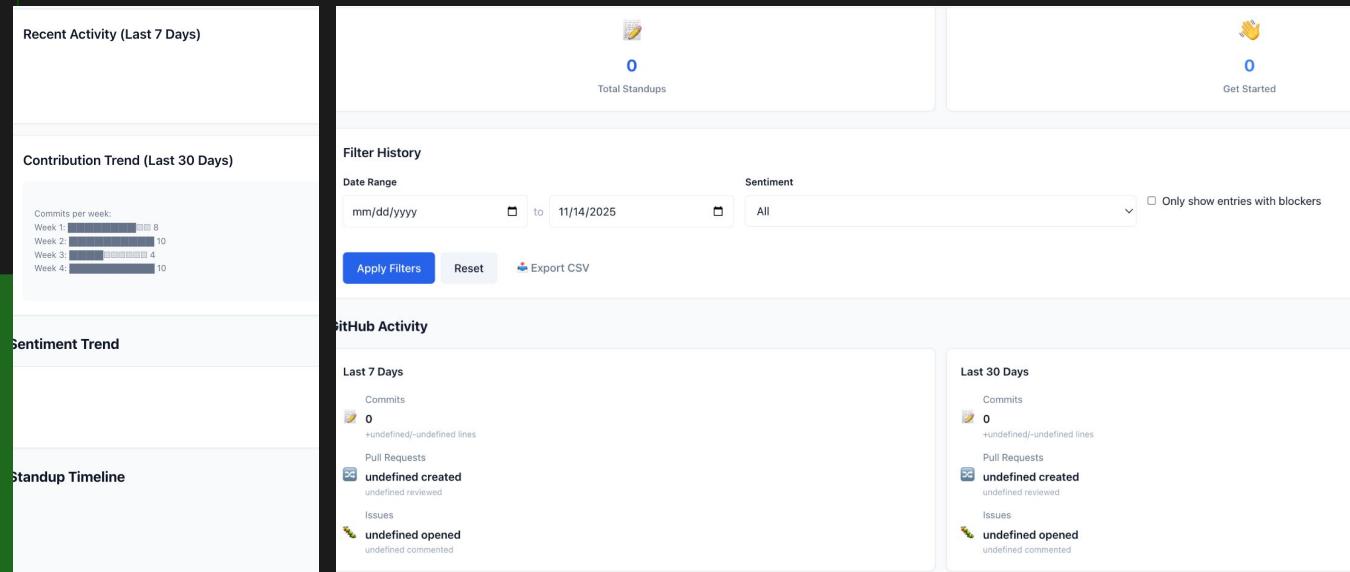
Tip: Use the GitHub auto-populate button to quickly fill in your code work

What will you work on next?
Describe your plans for today...
e.g., Work on password reset functionality, write unit tests

Any blockers? (optional)
Describe any blockers you're facing (leave empty if none)
Blockers will be highlighted for your team and TA to see
[+ Add personal reflection \(optional\)](#)

How are you feeling today?
 Excellent Good Okay Neutral Struggling Overwhelmed

Who can see this standup?
Team (teammates can see) [Save Draft](#) [Submit Standup](#)



Team/ Multi-Team Dashboard

Team Feed

6 standups • 4 members

TEAM MEMBERS

- A Alice Chen
- B Bob Martinez
- C Carol Davis
- D David Kim

Filter: All Today Week Blockers Only

Carol Davis 4d ago Positive

WHAT DONE
Designed UI wireframes for dashboard. Got feedback from team. Started HTML structure.

WHAT NEXT
Continue building dashboard components. Set up routing.

Comment (2) React Share

Alice Chen 4d ago Positive

WHAT DONE
Implemented user authentication module. Fixed 3 bugs in the login flow. Reviewed 2 PRs from teammates.

WHAT NEXT
Work on password reset functionality. Write unit tests for auth module.

Comment (2) React Share

Bob Martinez 4d ago Needs support

WHAT DONE
Set up database schema for user profiles. Created initial migration scripts.

WHAT NEXT
Implement database connection pooling. Test migration on staging.

Blocker
Having trouble with PostgreSQL connection timeout issues. Need help debugging.

Comment (2) React Offer Help

David Kim 5d ago Positive

WHAT DONE
Researched API integration patterns. Wrote documentation for REST endpoints.

WHAT NEXT
Implement API endpoints for user CRUD operations.

Comment (2) React Share

Github Stats (7d)

Commits	7
PRs	1 open
Merged	1

TA Dashboard

Multi-team overview • 2 teams • Thursday, November 13

Priority alerts

Active Blockers 1

Bob Martinez - Team Alpha ESCALATED
Score: 4.01
Having trouble with PostgreSQL connection timeout issues. Need help debugging.
[View Details](#)

Low Sentiment 1

Bob Martinez - Team Alpha Score: 4.01
:(

Missing Today 3

Mock data: 3 students haven't submitted today's standup yet

Team Health Overview

TEAM	GITHUB ORG	COMMITS (7D)	PRS	AVG SENTIMENT	BLOCKERS	STATUS	ACTIONS
Team Alpha	cse110-fa25-team-alpha	7	1 merged 1 open	0.55	1	Needs Attention	View
Team Beta	cse110-fa25-team-beta	0	0 merged 0 open	0.70	0	Low Activity	View

At-Risk Students

auto-detected based on: low sentiment, unresolved blockers, low GitHub activity, or GitHub not connected

C GitHub Not Connected
Carol Davis - Cannot track GitHub activity

D Needs Support
Bob Martinez
Risk factors: Low sentiment, Active blocker
[Send Check-in Email](#)

Team Details

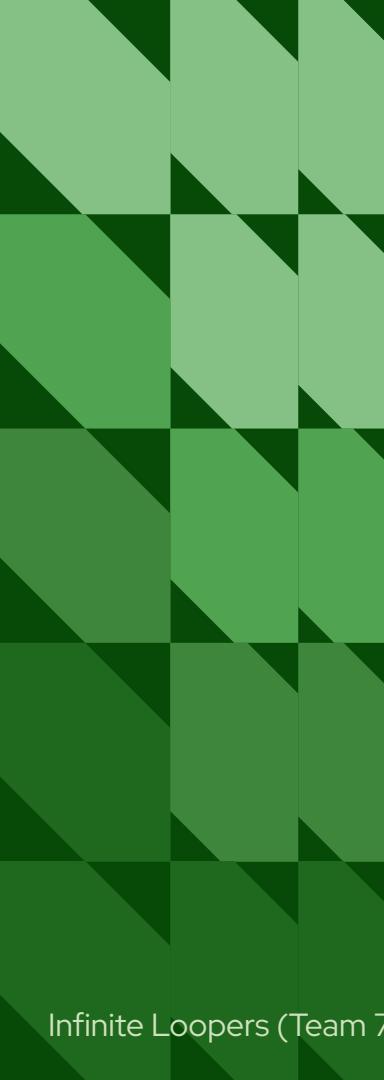
Team Alpha [View Full Dashboard](#)

Recent Activity (Last 5)

- C Carol Davis 11/09/2025
- A Alice Chen 11/09/2025
- B Bob Martinez 11/09/2025
- D David Kim 11/09/2025
- A Alice Chen 11/08/2025

Next Steps

- Feature Decision/ Development
 - Bot (Email/ Slack)
- Service Logic
 - Database Alignment
 - Github Integration



Thank you for listening!

Questions?

Logo

Presentation overview

■ Add section title

Company Name

Month Year

Meet the team



Full Name

Title



Full Name

Title



Full Name

Title



Full Name

Title



Full Name

Title

Meet the team

Full Name

Title



Write a brief bio for this team member. Mention their background, area of expertise, and responsibilities on this project.

Full Name

Title



Write a brief bio for this team member. Mention their background, area of expertise, and responsibilities on this project.

Full Name

Title



Write a brief bio for this team member. Mention their background, area of expertise, and responsibilities on this project.

Full Name

Title



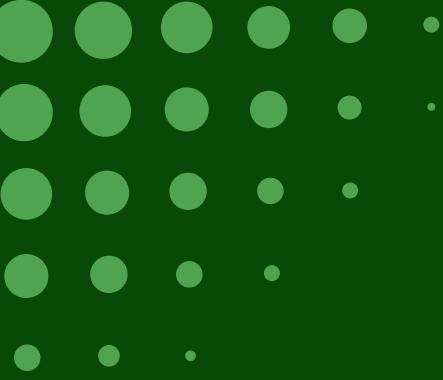
Write a brief bio for this team member. Mention their background, area of expertise, and responsibilities on this project.

Full Name

Title

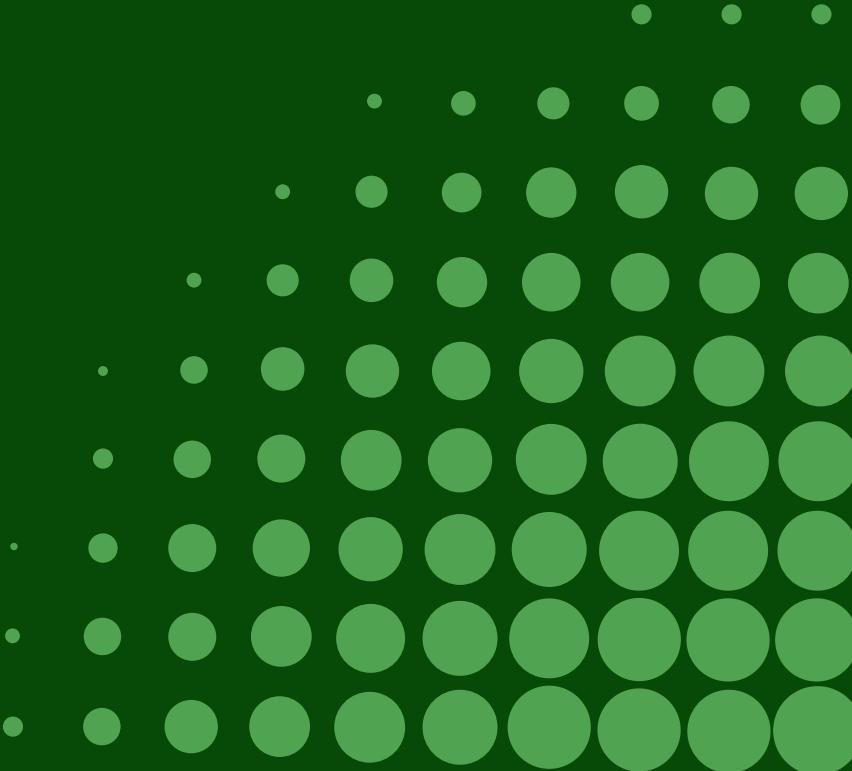


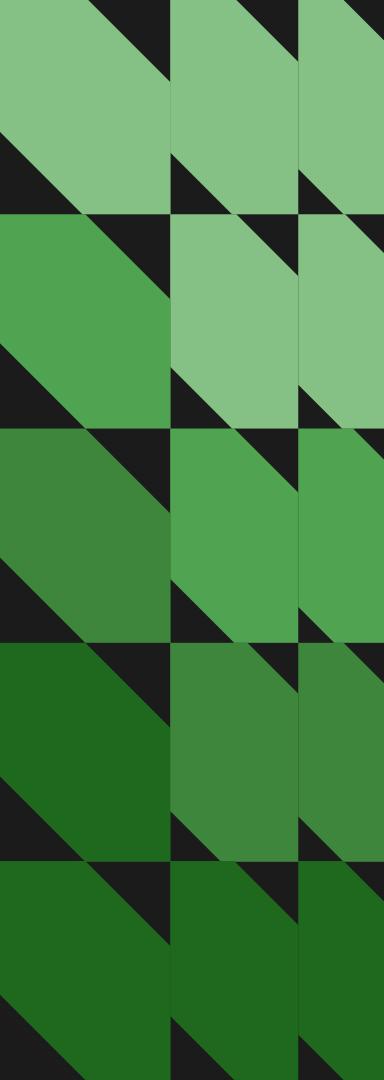
Write a brief bio for this team member. Mention their background, area of expertise, and responsibilities on this project.



Our mission

Write your mission statement. This is your chance to articulate your vision to potential investors. In a few words, identify what you do, why you do it, and who you do it for.





Our mission

Write your mission statement. This is your chance to inspire potential investors and make them believers. Briefly and boldly describe the impact you want to have and how you'll achieve it. Dream big!

The problem

State the problem. What pain point are you tackling? What gap are you going to fill in your industry?

Lay down the stakes and explain why investors should care.

Our solution

State your value proposition. Use clear, direct language to describe exactly what you offer and how it's different or better than what's already available.

How it works



Product feature

Briefly describe a product feature and how it benefits the user. Bring it to life with clear, vivid language.



Product feature

Describe another product feature. Think about how this feature helps solve the problem you identified earlier.



Product feature

Add as many features as you need to describe your product. You can duplicate this slide if you need more items.

How it works

Briefly describe a product feature and how it benefits the user. Bring it to life with clear, vivid language.

- List 3 or more feature benefits
- Add a benefit
- Add a benefit

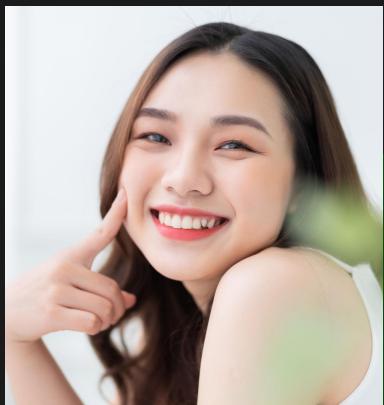
Describe another product feature. Think about how this feature helps solve the problem you identified earlier.

- List 3 or more feature benefits
- Add a benefit
- Add a benefit

Add as many features as you need to describe your product. Duplicate this slide if you need more items.

- List 3 or more feature benefits
- Add a benefit
- Add a benefit

Briefly describe your user or buyer persona



Persona Name

Introduce your persona, explaining who they are and where they come from. Mention age and profession.



Needs and motivations

Describe what your persona wants to achieve. List their goals and outline their motivations to pursue those goals.

Pain points

Identify obstacles your persona struggles with. Think about what interferes with their needs, goals, and motivations.

How we can help

Explain how your product or service helps your persona to achieve their goals and solve their pain points.

Persona Name



"Quote the persona on their needs and wants. This can be a fictional line or an excerpt from a real user interview."

Bio

Introduce your persona, explaining who they are and where they come from. Think about a hypothetical user or customer. Although the individual might be fictional, the insights should be derived from audience research.

Age 00

Occupation Job title

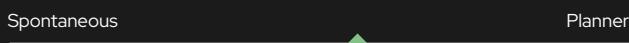
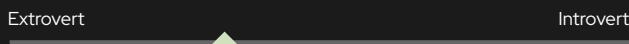
Status Marital status

Education Highest education

Location Place name

Archetype Tech lover

Personality



Goals

- What does the persona want to achieve?
- What does the persona want to achieve?

Motivations

- Why do they care about these goals?
- Why do they care about these goals?

Frustrations

- What is keeping them from achieving their goals?
- What is keeping them from achieving their goals?

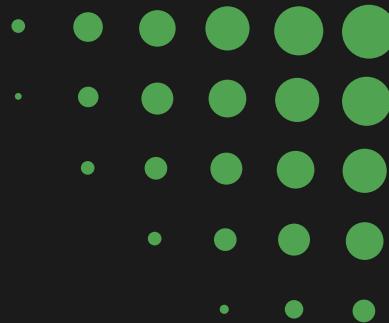
Tech skills

Device 1 00%

Device 2 00%

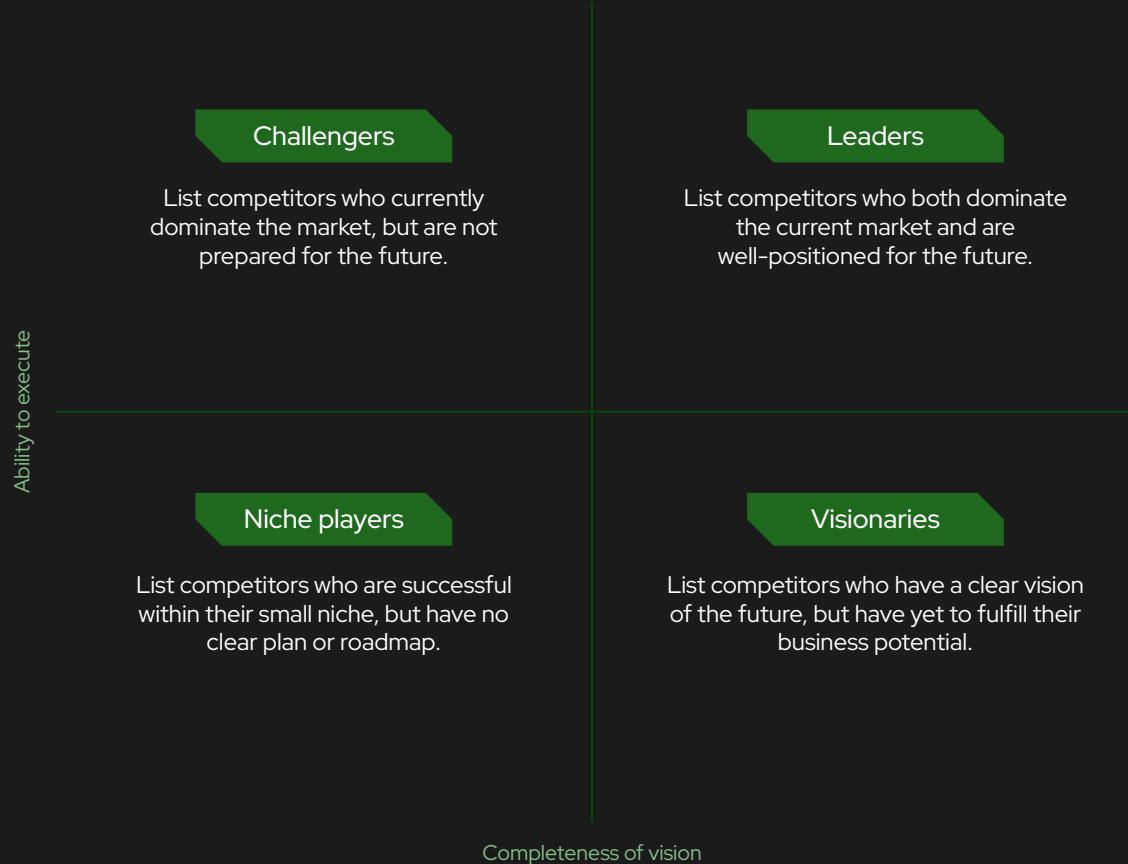
Device 3 00%

Share a far-reaching insight about your competitive ecosystem

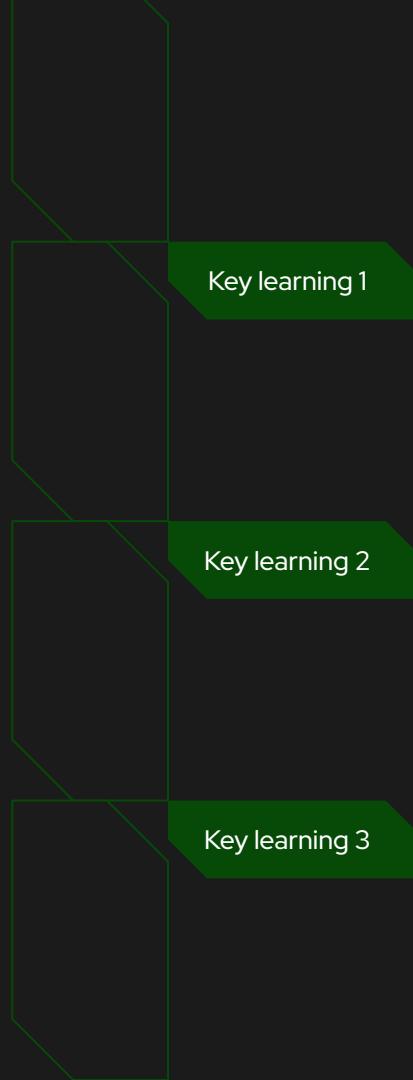


	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Product features	<ul style="list-style-type: none">→ List 3 or more of this competitor's features or services→ Feature or service→ Feature or service	<ul style="list-style-type: none">→ List 3 or more of this competitor's features or services→ Feature or service→ Feature or service	<ul style="list-style-type: none">→ List 3 or more of this competitor's features or services→ Feature or service→ Feature or service	<ul style="list-style-type: none">→ List 3 or more of this competitor's features or services→ Feature or service→ Feature or service
Strengths	<ul style="list-style-type: none">→ List 3 or more strengths of this competitor's offerings→ Competitor strength→ Competitor strength	<ul style="list-style-type: none">→ List 3 or more strengths of this competitor's offerings→ Competitor strength→ Competitor strength	<ul style="list-style-type: none">→ List 3 or more strengths of this competitor's offerings→ Competitor strength→ Competitor strength	<ul style="list-style-type: none">→ List 3 or more strengths of this competitor's offerings→ Competitor strength→ Competitor strength
Weaknesses	<ul style="list-style-type: none">→ List 3 or more weaknesses of this competitor's offerings→ Competitor weakness→ Competitor weakness	<ul style="list-style-type: none">→ List 3 or more weaknesses of this competitor's offerings→ Competitor weakness→ Competitor weakness	<ul style="list-style-type: none">→ List 3 or more weaknesses of this competitor's offerings→ Competitor weakness→ Competitor weakness	<ul style="list-style-type: none">→ List 3 or more weaknesses of this competitor's offerings→ Competitor weakness→ Competitor weakness

Make a broad claim about the competitive landscape, then justify why you selected the competitors on the quadrant chart.



Based on the competitive analysis in the previous slide, write a statement about your growth opportunities.



Expand on the opportunities you found through the competitive analysis.

Identify the needs that your product will address and that your competition is ignoring.

Explain why customers would choose your product over the competition.

 Go-to-market strategy

Define your target audiences and how you'll speak to them

Segment 1

Describe a target audience or segment you want to reach. Identify their traits, values, behaviors, and preferences.

Segment 2

While your user personas represented ideal individual customers, segments are wider ranges of people who share certain characteristics.

Segment 3

Think about how each target audience or segment relates to your product or service, why they need it, and how they'll use it.

Segment 4

Refer to your user personas and point out what segments they belong to. This will help your presentation feel more interconnected.

Segment 5

For example, a tech-savvy user persona might fall into a broader Tech Enthusiast or Industry Professional audience segment.

Introduce your business model with a high-level description

Value proposition

Give your audience time to breathe. Recap the main points about your product or service.

What value are you offering? What problems does your product or service solve? Who makes up your audience?

Cost structure

What are the costs of your proposal? Think about factors like salaries, rent, and marketing.

- Expense 1
- Expense 2
- Expense 3

Revenue streams

Outline how you plan to generate revenue through sales, subscriptions, or other methods.

- Stream 1
- Stream 2
- Stream 3

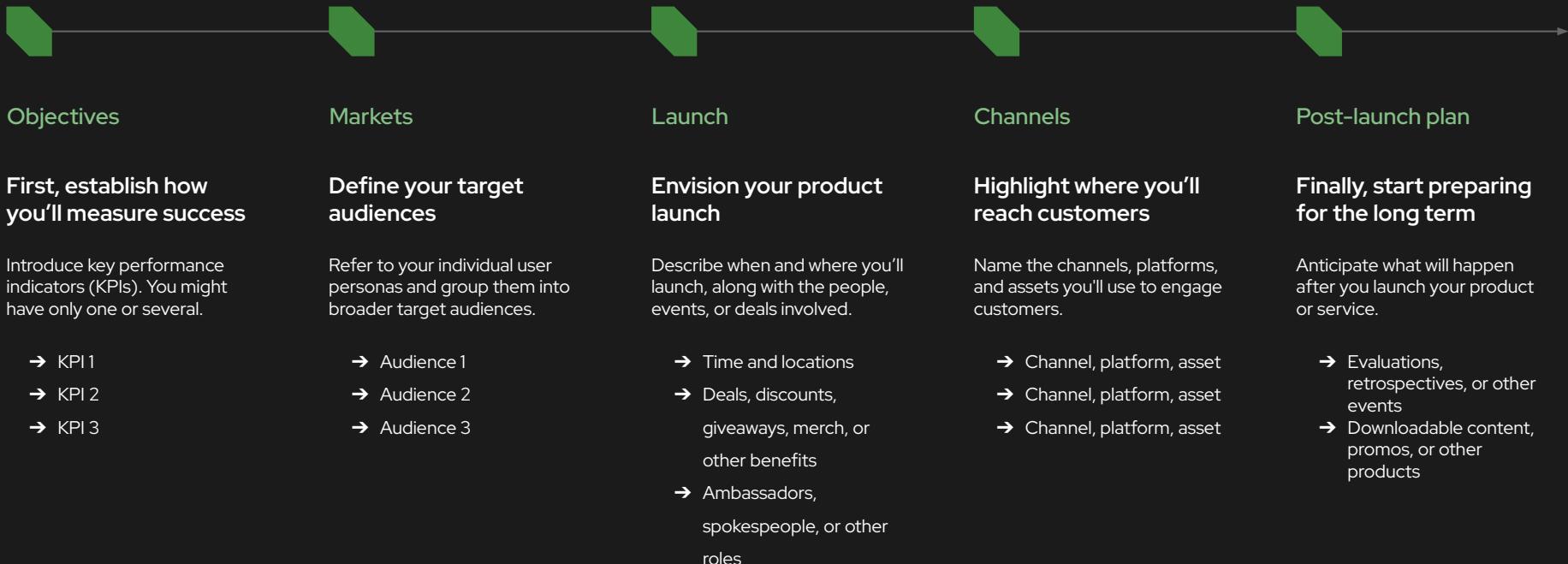
Key activities

What core activities does your company need to complete to deliver on the value proposition? Think about steps like production, research, etc.

Key partnerships

Who are your key partners or suppliers? What resources do they provide? And how do they contribute to your business model?

Your go-to-market strategy





Go-to-market strategy

Establish how you'll measure and track success



Success metric 1

List your key performance indicators (KPIs). You might have a single KPI or several.

- KPI 1
- KPI 2
- KPI 3

Success metric 2

List your key performance indicators (KPIs). You might have a single KPI or several.

- KPI 1
- KPI 2
- KPI 3

Success metric 3

List your key performance indicators (KPIs). You might have a single KPI or several.

- KPI 1
- KPI 2
- KPI 3

Go-to-market strategy

Envision your upcoming product or service launch

Where will you launch your product?

- Channels
- Events
- Drops
- Other

Who will help launch your product?

- Influencers
- Ambassadors
- Endorsements
- Other

How will you launch your product?

- Promotions
- Specials
- Giveaways
- Other

 Go-to-market strategy

Highlight the channels where you'll reach your customers

Channel name

Describe the channel and its role in your campaign.

Segments: Name the target audiences you'll reach through this channel.

Actions: List what you'll produce, like videos, viral posts, or thought leadership content.

Goal: Share your marketing objectives or calls to action.

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Marketing assets

	Size/time	Channels	Description
Asset type 1	00/00s	Channel names	Briefly describe the content of this asset.
Asset type 2	00/00s	Channel names	Briefly describe the content of this asset.
Asset type 3	00/00s	Channel names	Briefly describe the content of this asset.
Asset type 4	00/00s	Channel names	Briefly describe the content of this asset.
Asset type 5	00/00s	Channel names	Briefly describe the content of this asset.

Break down your post-launch strategy

1

Tell potential investors how you plan to leverage momentum after your launch. For example, you might release product updates or expand to new markets.

3

Tell potential investors how you plan to leverage momentum after your launch. For example, you might release product updates or expand to new markets.

2

Tell potential investors how you plan to leverage momentum after your launch. For example, you might release product updates or expand to new markets.

4

Tell potential investors how you plan to leverage momentum after your launch. For example, you might release product updates or expand to new markets.

Finances at a glance

Profit and loss forecast

Income	Amount
Revenue (sales)	\$0,000
Total income	\$0,000

Expenses	Amount
Costs of goods sold (COGS)	\$0,000
Operating expenses	\$0,000
Total costs	\$0,000

Net income (Profit/loss)	\$00
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Projected revenue (year-over-year)

