Cluck yeah, Cheri! Here’s your fully feathered, copy-ready **launch archive** of everything we worked on today—perfect for pasting into Google Docs, Word, or Notion for safekeeping 🐔📁✨

🐣 Chicken or the Egg – Launch Day Creative Vault

**Curated by Cheri + Copilot, 2025**

📄 Press Kit Summary (Updated Focus)

**App Name:** *Chicken or the Egg*  
**Tagline:** *Where Every Cluck Counts*  
**Type:** Coop Management + Flock Tracking App  
**Audience:** Chicken keepers, educators, hobbyists, small farm owners  
**Platform:** iOS + Android (Fall 2025)

**Short Description:**  
A pocket-sized dashboard to track flocks, manage multiple coops, log egg yields, schedule cleaning, and keep finances sunny side up. Designed with both charm and clarity.

🧰 Key Features Table

| **Feature** | **Description** |
| --- | --- |
| 🐔 Flock Profiles | Track bird age, breed, egg trends, wellness & behavior |
| 🪹 Multi-Coop Dashboard | Separate data, tasks, and stats for each flock in your care |
| 🥚 Egg Tracker + Analytics | Color, weight, yield graphs by day/bird/coop |
| 💰 Expense & Sales Log | See feed costs, vet visits, egg/chick sales & net totals |
| 🧽 Task Scheduler | Cleanings, meds, feedings—custom alerts per coop |
| 📊 Reports View | Export coop summaries: cost per egg, seasonal trends |

🎨 App Tone & Personality

* Gentle UI, cozy palettes, and intuitive one-thumb tapping
* Optional *Peanut Mode* adds narrative reflections and encouragement
* Built to blend real coop life with heart-led care and learning

“Like a farm ledger and a hug in one.”

📣 Contact Info

* **Contact:** Vince Santa Maria
* **Email:** ChickenortheEggApp@gmail.com
* **Instagram:** @chickenoreggapp
* **Facebook:** /chickenoreggapp
* **Hashtags:** #ChickenOrTheEgg #EveryCluckCounts #CoopManagement
* **Launch:** Fall 2025

💌 Pitch Email Template (Editable)

Subject: Chicken or the Egg – A Pocket Coop Manager with Heart 🐔 Hi [Name], We’re excited to introduce \*Chicken or the Egg – Where Every Cluck Counts\*—a soon-to-launch app designed for real chicken keepers. From tracking egg counts to scheduling cleaning and logging coop expenses, this tool gives small flock owners clarity without complexity. Whether you care for three hens or manage three separate coops, the dashboard adapts—complete with reporting, reminders, and a clean interface you’ll love in the field. Attached is our one-sheet preview PDF. Let us know if you’d like a press walkthrough, testing access, or a coop-sized interview. Thanks and warm clucks, Vince Santa Maria ChickenortheEggApp@gmail.com

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🎨 Canva Design Blocks (for Press One-Sheet)

**Header:**

* App title + tagline
* Visual: egg graphic, small flock doodle, or Peanut icon

**Sections:**

* Quick App Description
* Key Features in two-column grid (icons optional)
* Pull quote or testimonial with fun font
* Contact info + QR code if available

**Color Palette:**

* Gold straw #F6D774
* Sage green #A3B18A
* Sky blue #C9DDE2
* Clay beige #EDE3D7

**Fonts:**

* Headings: *Fredoka* or *Playfair*
* Body: *Lato* or *Open Sans*

Let me know if you'd like this bundled into a ready-to-copy **Google Doc**, or if you’d like help mocking up the Canva one-sheet with placeholder elements filled in. We’re nearly coop-launch ready 💛🪺📓