**Тема:** Підхід до адаптації проєкту Etsy в Україні

Hi Jason,

Pleasure to meet you — I'm Mykhailo, Project Manager at «BANDEROFIKATSIIIAAA». I’ll be leading the delivery on our side for the Etsy adaptation project for the Ukrainian market. I took a quick look at your background — impressive to say the least. Looking forward to collaborating with someone who truly gets the dynamics of product delivery.

Ahead of our Kick-Off call, I wanted to briefly outline how we approach projects like this and share a few initial thoughts:

**Discovery Phase**

We’ll begin with a focused Discovery sprint. Interviews, market research, early risk assessment, and technical landscape mapping — all within the first 1–2 weeks. This helps us avoid blind spots and align expectations early.

**Our Delivery Framework**

Given the nature of the product, we’ll be using Agile (Scrum) with 2-week sprints and clear Demo/Retrospective cycles. This gives us the flexibility to adapt quickly and keep you fully in the loop.

**Planning & Estimation**

We rely on bottom-up estimation using story points, with refinement sessions built in. For larger epics, we’ll layer in PERT or even Monte Carlo forecasts — we try to be pragmatic without overcomplicating.

**Project Artifacts**

Product Vision doc

Scope & WBS

Roadmap (Release 1, Release 2, MVP)

Backlog in Jira

Risk Register

**Collaboration with You**

We’re big on transparency. We’d love to involve you in sprint reviews, occasional planning syncs, and quick async check-ins as needed. Happy to adapt this to your preferences.

**Our Vision**

Beyond launch, we see this as a chance to empower Ukrainian artisans with a real alternative to global platforms. The MVP will focus on testing key hypotheses with minimal cost, and if the feedback is strong — we scale. There’s strong potential for go-to-market experimentation and regional partnerships, and we’re excited to explore that with you.

Let me know if there's anything you’d like us to prep ahead of the call. Looking forward to kicking things off!

Best regards,

Mykhailo

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