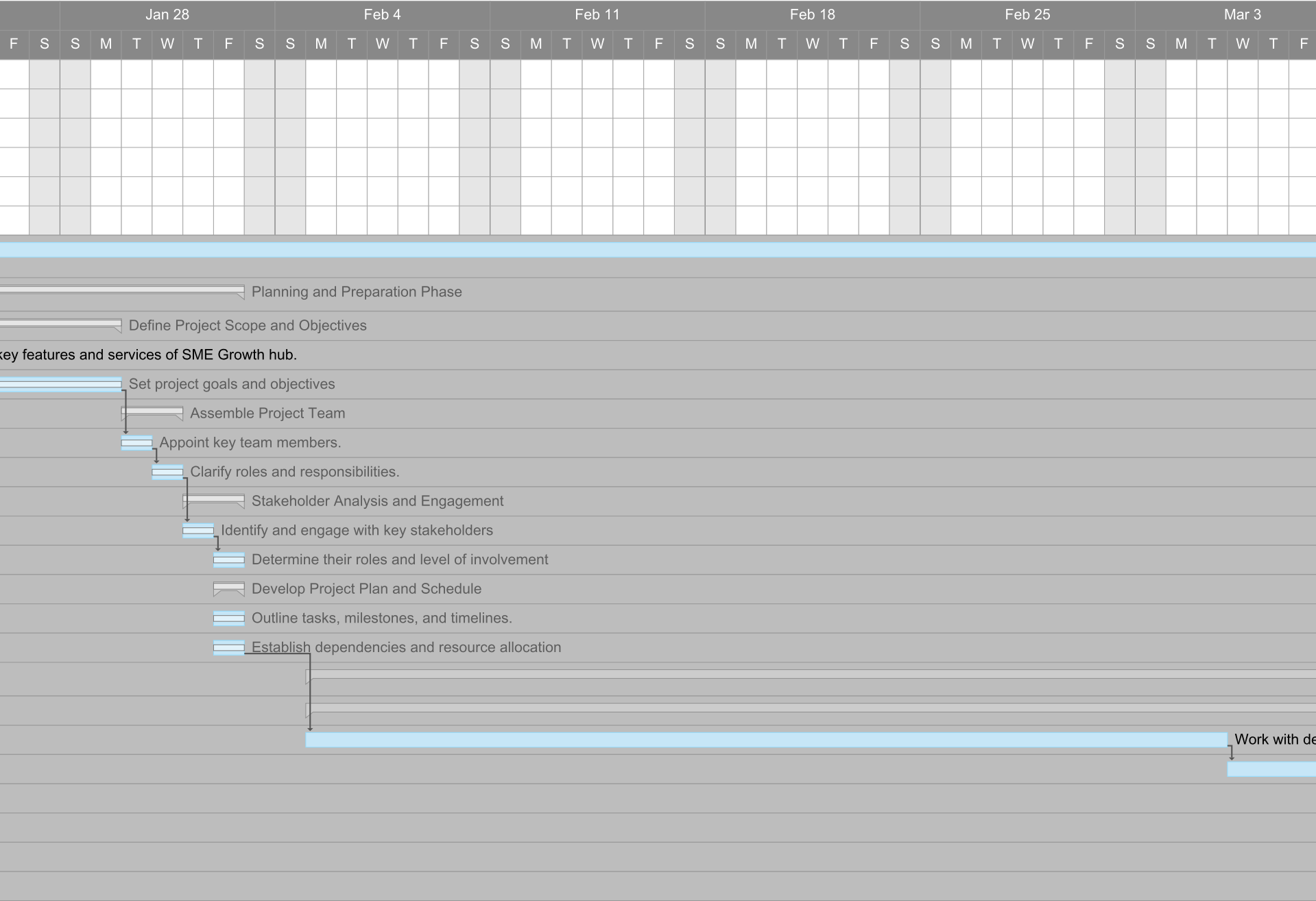
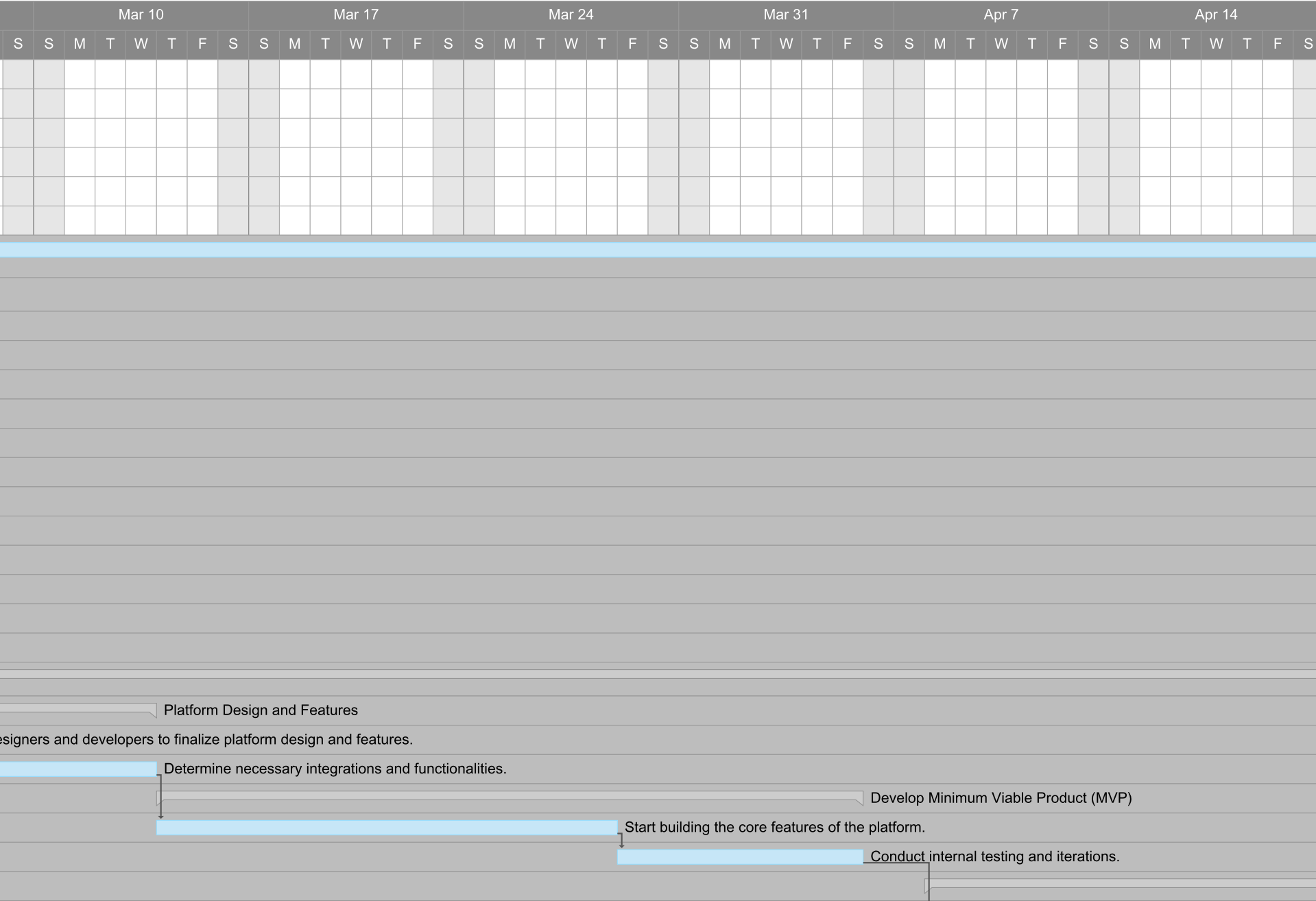











| Task Name | | Jan 21 | | | | |
|-----------|--|--------|---|---|---|---|
| | | S | M | T | W | T |
| 1 | Status Key | | | | | |
| 2 | Not Started | | | | | |
| 3 | On Hold | | | | | |
| 4 | In Progress | | | | | |
| 5 | Complete | | | | | |
| 6 | | | | | | |
| 7 | SME GOWTH HUB | | | | | |
| 8 | [-] Planning and Preparation Phase | | | | | |
| 9 | [-] Define Project Scope and Objectives | | | | | |
| 10 | Identify key features and services of SME Growth hub. | | | | | |
| 11 | Set project goals and objectives | | | | | |
| 12 | [-] Assemble Project Team | | | | | |
| 13 | Appoint key team members. | | | | | |
| 14 | Clarify roles and responsibilities. | | | | | |
| 15 | [-] Stakeholder Analysis and Engagement | | | | | |
| 16 | Identify and engage with key stakeholders | | | | | |
| 17 | Determine their roles and level of involvement | | | | | |
| 18 | [-] Develop Project Plan and Schedule | | | | | |
| 19 | Outline tasks, milestones, and timelines. | | | | | |
| 20 | Establish dependencies and resource allocation | | | | | |
| 21 | [-] Platform Development Phase | | | | | |
| 22 | [-] Platform Design and Features | | | | | |
| 23 | Work with designers and developers to finalize platform design and features. | | | | | |
| 24 | Determine necessary integrations and functionalities. | | | | | |
| 25 | [-] Develop Minimum Viable Product (MVP) | | | | | |
| 26 | Start building the core features of the platform. | | | | | |
| 27 | Conduct internal testing and iterations. | | | | | |
| 28 | [-] User Testing and Feedback | | | | | |





[illegible]

[illegible]

| Task Name | | Jan 21 | | | | |
|-----------|--|--------|---|---|---|---|
| | | S | M | T | W | T |
| 29 | Release MVP to a select group for testing and feedback. | | | | | |
| 30 | Iterate based on user input. | | | | | |
| 31 |  Content Creation and Partnerships Phase | | | | | |
| 32 |  Content Development | | | | | |
| 33 | Create SME development content such as business skills courses, funding programs posts and mentorship programs. | | | | | |
| 34 | Ensure content aligns with platform goals and user needs. | | | | | |
| 35 |  Partnership Development | | | | | |
| 36 | Identify and cultivate partnerships with industry experts, mentors, investors, and support organizations. | | | | | |
| 37 | Establish collaboration agreements and partnerships. | | | | | |
| 38 |  Marketing and Launch Phase | | | | | |
| 39 |  Develop Marketing Strategy and Materials | | | | | |
| 40 | Create a comprehensive marketing plan, including digital campaigns, social media, and content marketing. | | | | | |
| 41 | Prepare marketing materials and promotional content. | | | | | |
| 42 |  Pre-Launch Marketing Campaigns | | | | | |
| 43 | Start pre-launch marketing campaigns to build anticipation. | | | | | |
| 44 | Generate buzz and attract initial users. | | | | | |
| 45 |  Launch and Post-Launch Optimization Phase | | | | | |
| 46 |  Platform Launch | | | | | |
| 47 | Officially launch SME Growth Hub. | | | | | |
| 48 | Monitor platform performance and user engagement. | | | | | |
| 49 |  Post-Launch Optimization | | | | | |
| 50 | Analyze user feedback and make necessary adjustments to improve user experience. | | | | | |
| 51 | Implement additional features and enhancements based on user needs and market trends. | | | | | |

[illegible]

[illegible]



