SMART Decision

1. Finalize **the pilot partner list** (NGOs + hotels).

2. Launch the **beta version of the website** with 10–15 activities live.

3. Define **pricing structure** and NGO collaboration model.

4. Start **branding and social media activation** (Instagram + LinkedIn).

5. **Prepare and deliver presentation** to Turismo do Porto e Norte associates.

6. Develop a **metrics dashboard** to track users, bookings, and feedback.

Goal	SMART Framing
1. NGO & Hotel Partners	*Sign collaboration agreements with at least 5 NGOs and 3 hotels in Porto by [specific date 30 days ahead].*
2. Website Launch	*Publish beta version of the Kind Visit website with 10 live activities, NGO profiles, and booking form by [date].*
3. Pricing & Collaboration Model	*Finalize and document pricing (average €3–6 per local activity, €25–30 for premium) and NGO revenue split by [date].*
4. Branding & Social Media	*Launch Instagram and LinkedIn pages with consistent visual identity and 12 scheduled posts by [date].*
5. TPNP Associates Presentation	*Design and deliver a professional presentation introducing Kind Visit's pilot, benefits for the region, and partnership opportunities by [presentation date].*
6. Metrics Dashboard	*Develop a simple Airtable/Google Sheet dashboard tracking number of NGOs, activities, users, and satisfaction by [date].*

Prioritize & Plan (Eisenhower Matrix)

Priority Category	Task	Why
Urgent & Important	TPNP Presentation, Website Launch, Partnerships	High visibility moment; foundation for scaling and credibility.
Important, Not Urgent	Pricing Model, Metrics Dashboard	Strengthens sustainability and transparency.
Urgent, Less Important	Branding & Social Media	Improves perception; supports visibility.
Not Urgent / Delegable	Merchandising, later-stage partnerships	Low immediate impact.

Summary:

Area	Action	Outcome
Product	Beta website launch	Visible pilot platform
Partnerships	5 NGOs + 3 hotels signed	Supply and distribution secured
Marketing	Social media activation	Brand awareness
Institutional Relations	TPNP associate presentation	Stakeholder buy-in and visibility
Data	Dashboard	Measurable impact tracking