

Purr & Pour Cat Café – To-Do Timeline & Checklist

Phase 1: Pre-Launch (Weeks 1–6) — Planning & Preparation

- ☐ Register Purr & Pour Cat Café Inc. with PEI Corporate Registry.
- ☐ Secure 1,000–1,200 sq ft downtown location and negotiate lease.
- ☐ Submit concept drawings to PEI Public Health for approval.
- ☐ Obtain contractor quotes for renovations and HVAC partition.
- ☐ Finalize MOU with PEI Humane Society and Cat Action Team.
- ☐ Design brand logo, signage, and color scheme.
- ☐ Hire IT person for website and online booking setup.
- ☐ Collect insurance quotes (business, liability, animal).
- ☐ Draft job descriptions for staff and volunteers.
- ☐ Research espresso equipment and café furnishings.

Phase 2: Setup (Weeks 7–14) — Renovation & Hiring

- ☐ Sign lease, confirm insurance, and obtain keys.
- ☐ Begin renovations: walls, flooring, HVAC, glass partition.
- ☐ Order espresso machine, furniture, cat enclosures, POS system.
- ☐ Apply for food premises and animal housing permits.
- ☐ Hire full-time and part-time employees.
- ☐ Launch website with 'Coming Soon' and volunteer signup form.
- ☐ Start social media accounts and post renovation updates.
- ☐ Coordinate with shelter for first 8–10 cats.
- ☐ Order initial inventory of supplies and snacks.
- ☐ Plan soft launch and press preview event.

Phase 3: Launch (Weeks 15–18) — Opening & Promotion

- ☐ Schedule and pass Health Inspection.
- ☐ Train staff in food handling, cat care, and customer service.
- ☐ Host 2-day soft opening for invited guests and local media.
- ☐ Hold grand opening event with giveaways and local coverage.
- ☐ Start loyalty and adoption reward programs.
- ☐ Begin regular operating hours (seasonal schedule).

Phase 4: Post-Launch (Months 4–12) — Stabilization

- ☐ Conduct monthly financial and operations reviews.
- ☐ Host community workshops or adoption events monthly.
- ☐ Evaluate volunteer and shelter partnership success.
- ☐ Run seasonal and holiday promotions.
- ☐ Maintain equipment and schedule HVAC service.
- ☐ Prepare quarterly investor and immigration updates.

Phase 5: Growth (Year 2–3) — Expansion & Reinvestment

- ☐ Research and evaluate second PEI location feasibility.
- ☐ Develop subscription boxes or retail product lines.
- ☐ Expand programs with schools and mental health groups.
- ☐ Publish annual adoption and donation impact report.
- ☐ Provide investor ROI and long-term growth summary.