**Oliver's App Project Kickoff**

## **Overview**

| **Executive sponsor** | Investor - Grubby Bags |
| --- | --- |
| **Project leader** | Founder - Oliver Warlick |
| **Meeting facilitator** | Founder - Oliver Warlick |
| **Team members** | Founder - Oliver Warlick Business Developer - Gandalf Frodo App Engineer - Oswald Snarf Quality Assurance Manager - HawkEye Gilligan Internal Tester - Bob Builder |
| **Stakeholders** | Founder - Oliver Warlick Investor - Grubby Bags Business Developer - Gandalf Frodo App Engineer - Oswald Snarf Quality Assurance Manager - HawkEye Gilligan Internal Tester - Bob Builder |
| **Date** | May 11, 2025 |
| **Resources** | \*See RACI chart and the Project Plan doc. |

## **Project statements**

|  | Vision | Mission | Mission tests |
| --- | --- | --- | --- |
| Initial Statements | The goal is to create and launch an app which inspires users to communicate in fun and meaningful new ways. | Founder - Oliver Warlick Found of the Oliver's app concept and person in charge of executive management of the project. Investor - Grubby Bags Investor in the Oliver's App project, not involved in the development process but may weigh in during the inception stage with advice. Very cool dude. Business Developer - Gandalf Frodo Person in charge of business strategy in the short, medium and long term. App Engineer - Oswald Snarf Person in charge of developing the app for smartphones, will also be working with Oliver on app development. Quality Assurance Manager - HawkEye Gilligan Person in charge of monitoring the quality of the app, tasked with reporting bugs and working with the development team to ensure quality Internal Tester - Bob Builder Person in charge of testing the app internally, as an internal tester their feedback is very valueable. They may also detect bugs and work closely with QA. External Testers People not employed with Oliver's app who are willing to thouroughly test the app, the community at large. | 1. Celebration of the app trial run   a. Oct 15, 2025   1. Celebration of the app beta-testing phase   a. January 30th 2026   1. Celebration of the official company soft launch   a. April 30th 2026   1. Official app release   a. Jul 15, 2026   1. 1,000+ Active Users with a positive rating   a. December 30 2026 |
| Revised Statements |  |  |  |

## **Follow-up**

| **Task** | **Owner** | **Status** | **Action items** |
| --- | --- | --- | --- |
| Create a list of resources needed and cost statements | **Business Developer - Gandalf Frodo** | /complete | Work with the operations team to create list |
| Design the MVP (minimum viable product) for the app | Oswald | in progress | Work with operations team to brainstorm and develop MVP |
| Arrange to have MVP tested in an internal trial run | QA |  |  |
| Test the app and provide feedback | Testers |  |  |
| Use feedback and fixes to enhance app | Oswald |  |  |
| Begin Beta-testing phase of app development | QA |  |  |
| Test the app and provide feedback | Testers |  |  |
| Fix any bugs and use feedback to enhance the app for soft-launch/early access | Oswald |  |  |
| Soft launch the app and label it "early access" | Oliver Warlick |  |  |
| Test the app and provide feedback | Testers |  |  |
| Monitor and maintain the app, respond to user feedback proactively until it feels sturdy for official release | Oswald and HawkEye |  |  |
| Officialy release the app | Oliver |  |  |
| Use the app and provide feedback | Testers |  |  |
| Celebrate 1,000 active users by going on Hawaii company retreat | Oliver |  |  |