

Launch Plan- Wallie

For Wallie, partnering with merchants is the first step to show its presence. To do so, it is important that we have separate events for merchants wherein we can educate them about our partnership with them and the shared benefits. The Merchant Onboarding event will precede our formal Launch event, as an early association with brands will consequently aid in the market positioning of Wallie. Merchant Onboarding event will be held multiple times whereas the formal Launch event will take place once after our first release.

Merchant Onboarding event

Before the formal launch of Wallie for users, we need to have an adequate number of merchant partnerships to provide attractive deals and offers to our users. Also, the association with some renowned brands/stores before the formal launch will be an underscoring factor for increased customer outreach.

The event will be held multiple times across our implementation phases. For each phase we will target a certain set of potential merchants and invite them.

Timeline:

The merchant onboarding event will take place at these times:

1. **24th September 2018:** Once the Merchant Account Management feature has been implemented and tested, we plan to conduct our first Merchant Onboarding Event at the end of September 2018.
Since this will be the first event of Wallie to garner an external exposure and educate our partners, the event will help the merchants to get acquainted with our idea and the associated benefits.
2. **5th November 2018:** The second Merchant Onboarding event will be conducted immediately after the first release in the beginning of November 2018. With the first release in October, this launch will help us acquire more partners thereby empowering Wallie with an increased number of partners during the Thanksgiving sale.
3. **4th February 2019:** Once the holiday season ends and we have gathered and analysed our progress in terms of revenue, partners and users, another event in February will be a good time to leverage upon it and attract more partners.
4. **27th May 2019:** The last Merchant Onboarding event will be conducted immediately before the second release in the end of May 2019. It will be a good time to educate our potential partners about the newly added features as well.

Expense breakdown:

The expenses have been broken down by identifying potential expense categories. We plan to send a formal invite to merchants via email and a brief brochure. The event will be held at: RobotX Space in Great America Parkway, Santa Clara. We plan to have a 3-4 hours of event and the venue booking expenses have been calculated accordingly.

Expense categories	Number of invitations sent (approx)	Mode of invitation	Cost involved (\$)
Potential Merchants invitation	100	Print + Email	500
Food	-	-	2000
Venue Booking	-	-	800

Taking into account any overhead, we are estimating an expense of \$3500 in each Merchant Onboarding event.

Launch event

For our launch event we plan to invite:

- **Tech Journalists and Local Bloggers:** The presence of press at our launch event will not only help us impress our partners but will also help in building a brand visibility with media coverage.
Also, we will invite local bloggers who write about the latest trends in our niche. These people have an eager and up-to-date followers which will help us garner awareness by word-of-mouth.
- **Existing Merchants/Partners:** Our existing partners who have already become a part of Wallie's journey will also be invited to the event.
- **Beta users:** We intend to conduct beta tests with very few users. At the launch event they can share their experiences with Wallie and educate other attendees with their first hand experience as a user.
- **Potential Users:** We also intend to invite our potential users spread across our targeted region. We will send them invitation emails and brochures mentioning a 50\$ sign up bonus for the first 20 sign ups.
- **Employees:** Our current employees will be invited for the event with extra passes to bring along their friends and family members.

Timeline:

29th October 2018: Immediately after the first release in October, we plan to conduct our formal launch event. The awareness generated amongst our potential users and partners will be helpful to leverage upon.

Expense breakdown:

The expenses have been broken down by identifying potential expense categories ranging from invitees to food and venue expenses. The event will be held at: RobotX Space in Great America Parkway, Santa Clara. We plan to have a 3-4 hours of event and the venue booking expense has been calculated accordingly.

Expense categories	Number of invitations sent	Mode of invitation	Cost involved (\$)
Tech Journalists & Local Bloggers invitation	30	Print + Email	500
Existing Merchants invitation	20	Print + Email	
Beta Users	15	Print + Email	
Potential Users	2000	Print + Email	
First 20 Sign up Bonus	-	-	1000(20 users*50\$)
Employees	15	-	0
Food	-	-	2000
Venue Booking	-	-	800

Taking into account any overhead, we are estimating an expense of \$4500 in Launch Event.