

Goals

September, 2015

Company Milestone - Launch Prototype
Product - Working prototype, September 10th
Team - commitments
Funding - Start raising
Users - 0

October, 2015

Company Milestone - First alpha testers
Product - Refined Product
Team -
Funding -
Users - 500

November, 2015

Company Milestone - Launch Beta
Product - Can scale to 10,000 site visits
Team - Lead Dev
Funding - Accelerator or equivalent
Users - 2000
Paying Users- 5

December, 2015

Company Milestone - Launch comments feature
Product - Comments Feature
Team -
Funding - complete
Users - 10,000
Paying Users - 500

January, 2016

Company Milestone - Launch #hashtag feature

Product - Launch #hashtag feature

Team -

Funding -

Users - 12,000

Paying Users -

February, 2016

Company Milestone - \$100 earned by 1 article

Product - iOS app

Team - Full founding team hired

Funding - Start raising seed round

Users - 14,400

Paying Users -

April, 2016

Company Milestone - Release Android App

Product - Release Android App

Team -

Funding - Close \$1m+

Users - 14,400

Paying Users -

August, 2016

Company Milestone - Long form hosted content

Product - Launch long form hosted content

Team -

Funding -

Users - 20,000

Paying Users -

December, 2016

Company Milestone -

Product - Direct Message

Team -

Funding -

Users - 32,000

Paying Users -

February, 2017

Company Milestone - User making \$10k+

Product - Crowdfunding Feature

Team -

Funding - Series A

Users - 128,392

Paying Users -

August, 2019

Company Milestone - Crypto Equity Release

Product - Release crypto equity

Team - 100

Funding - Series C

Users - 3,000,000

Paying Users -

People making a living - 1000