🔥 Get Perk’d Final Launch Package

# ✅ Phase 1: Launch-Readiness QA Checklist

1. ✅ All dashboards accessible from Launch Dashboard  
2. ✅ Campus Ambassador system fully tested with tier progression  
3. ✅ Notification automation tested across Push, Email, and SMS  
4. ✅ Mock redemptions + real usage logs export to CSV  
5. ✅ Test franchisee export bundle (audit logs, revenue simulation)  
6. ✅ Skill Development System (modules, quiz tracking, certs)  
7. ✅ All API endpoints functioning (students, merchants, admins)  
8. ✅ Mobile responsiveness confirmed across 5 viewports  
9. ✅ AI Ambassador Insights generating personalized strategies  
10. ✅ Dark mode + accessibility toggles tested

# 🎯 Phase 2: UTSA Week 1 Campus Marketing Gameplan

🗓️ Day 1 (Monday):   
- Pop-up banner deployed near Student Union   
- Ambassadors wear merch + hand out “Save This Deal” cards   
- QR Code Flyers dropped at 3 top food spots  
  
🗓️ Day 2 (Tuesday):   
- Instagram Stories go live with Deal Countdown   
- Ambassador Leaderboard post shared   
- Giveaway scratch cards handed out (free drink, snacks)  
  
🗓️ Day 3 (Wednesday):   
- Target dorms + Rec Center with new flyer drops   
- Track scan spikes + optimize deal position   
- Encourage Top 3 Ambassadors via AI Suggestions  
  
🗓️ Day 4 (Thursday):   
- Email blast via student organizations   
- Focus push notification: “Top Deal Today at Top Golf!”   
- Activate influencer mini-campaign (3 reels)  
  
🗓️ Day 5 (Friday):   
- Flash Redemption Contest: “Redeem 3 today, win bonus Perks!”   
- IG Live showing leaderboard climb   
- Publish first Student MVP of the Week

# 🚀 Phase 3: Expansion to Next 3 Schools

Target Schools (Updated):  
1. Alamo Community Colleges  
2. Texas State University – San Marcos  
3. University of Texas – Austin  
  
Expansion Strategy:  
- Mirror UTSA marketing system (Ambassador onboarding, giveaways, pop-up events)  
- Localize deals with 5 partner businesses per city pre-launch  
- Recruit 5 ambassadors per school, using current UTSA success data  
- Offer exclusive franchisee territory packages to interested local partners  
  
Timing:  
- Phase 1 School: 3 weeks post UTSA launch   
- Phase 2 + 3: Staggered 1-month rollout per city   
- Total: 3 cities operational by Fall semester finals