📅 Get Perk’d Texas State Rollout Plan – October Launch

# 🎯 Rollout Overview

Launch Focus: Texas State University – San Marcos   
Launch Window: October 1 – October 31   
Target: 800+ student users and 10+ merchant partners by October 31   
Ambassadors: 10+ student leaders onboarded by September 25

# 🗓️ Timeline

• September 10–20: Finalize onboarding materials, begin outreach to merchants near campus   
• September 21–25: Recruit and train campus ambassadors, distribute playbooks and credentials   
• September 26–30: Poster campaign, QR builder placement, student early access & teaser launch   
• October 1–15: Primary launch period — student activations, pop-ups, in-class pitches   
• October 16–31: Booster push with new offers, streak rewards, ambassador incentives

# 📌 Merchants to Target

• Coffee shops, taco spots, pizza, bubble tea, late-night eats   
• Local bars and hangouts (Thirsty’s, The Taproom)   
• Gyms, hair salons, game lounges   
• Campus shuttle-adjacent locations

# 🚀 Success Metrics

• 800+ students signed up by Oct 31   
• 10+ local businesses live on the platform   
• 3+ new deal redemptions per student   
• 70% of merchants retained in November