📅 Get Perk’d University of Texas – Austin Rollout Plan – January Launch

# 🎯 Rollout Overview

Launch Focus: University of Texas at Austin   
Launch Window: January 10 – January 31   
Target: 1,500+ student users and 15+ merchant partners by January 31   
Ambassadors: 15–20 student influencers and organization leads

# 🗓️ Timeline

• December 10–20: Begin merchant outreach and partner confirmations   
• January 2–7: Ambassador training, poster printing, QR placement planning   
• January 8–10: Campus flyering, dorm welcome packs, club emails   
• January 11–21: Deal redemption push, daily push notifications, gamification kickoff   
• January 22–31: Mid-month surge, skill badge rewards, referral bonuses

# 📌 Merchants to Target

• High-traffic areas on Guadalupe ("The Drag")   
• UT fan stores, food trucks, smoothie bars, tech repair shops   
• Coffee shops, tutoring centers, salons, entertainment venues

# 🚀 Success Metrics

• 1,500+ verified students onboarded   
• 15+ merchant partners active with live deals   
• 80% of ambassadors hit Bronze tier or higher   
• At least 2 clubs co-host Perk’d events