📅 Get Perk’d Launch Timeline (Updated for Fall 2025)

# 🚀 Now–July 31 → Finalize Core Platform

• Integrate Stripe payment system and test subscriptions  
• Migrate from test to production database and clean data  
• Run final security audit, enable SSL, error logging, rate limiting  
• Complete mobile UX polish (swipe, snap, spacing)  
• QA final testing + polish QR poster kits

# 🧲 August 1–15 → Merchant Onboarding Sprint

• Goal: Convert 9 verbal commitments + onboard 6–10 new merchants  
• Demo the Merchant Wizard in person or via screen share  
• Distribute QR poster kits and business promo packs  
• Use '3rd Month Free' promo to incentivize signup  
• Outreach via walk-ins, cold DMs, referrals  
• Stripe billing & dashboard training for each merchant  
• Target: $1,500+ MRR by August 15

# 🎉 August 18–25 → UTSA Student Launch Week

• Goal: 500+ student signups and 1,000+ redemptions  
• Place QR posters all over campus by August 17  
• Send launch push notification campaign via OneSignal  
• Start ambassador tabling with rewards, stickers, QR contests  
• Activate student missions, IG stories, and social sharing blitz  
• Enable student leaderboard and reward tracking  
• Track campaign KPIs and optimize in real time

# 📈 Key Launch Metrics

• Business Conversion: 15+ partners by August 15  
• Student Signups: 500+ within first 7 days  
• Deal Redemptions: 1,000+ by August 25  
• Revenue Goal: $1,500+ MRR by mid-August  
• Campaign Reach: 10,000+ UTSA student impressions