Plan Approval - Week \_\_\_\_

Gallery Walk - Week 4

Slide Presentation - Week \_\_\_\_

Pitch and Demo - Week \_\_\_\_

Documentation - Week \_\_\_\_\_

Milestone 1: Market Research

- Timeline: Weeks 1-4

- Deliverable: Research Report

- Accountable: Team Members 1

- Fallback Point: End of Week 3

- Backup Plan: If research is not comprehensive enough, focus on key segments or consult a market research firm.

- Course Correction Date: Day 28 (End of Week 4)

Milestone 2: Prototype Development

- Timeline: Weeks 5-7

- Deliverable: Working Prototype

- Accountable: Team Members 2, 3

- Fallback Point: End of Week 5

- Backup Plan: If the prototype is behind schedule or not functional, simplify features or seek external engineering help.

- Course Correction Date: Day 49 (End of Week 7)

Milestone 3: Compliance and Testing

- Timeline: Weeks 7-9

- Deliverable: Compliance Documentation and Test Results

- Accountable: Team Member 3, 4

- Fallback Point: End of Week 8

- Backup Plan: If compliance issues arise, consult a specialist or consider adjusting the design for compliance.

- Course Correction Date: Day 56 (End of Week 8)

Milestone 4: Go-to-Market Strategy

- Timeline: Week 10

- Deliverable: Marketing and Launch Plan

- Accountable: Team Member 5

- Fallback Point: Start of Week 10

- Backup Plan: If market conditions have changed, adapt the strategy to align with the current landscape or focus on niche markets.

- Course Correction Date: Day 64 (Start of Week 10)