

# Day 7 - Live Deployment and Post-Launch Practices

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## Objective

The seventh day marked the successful completion of the hackathon, highlighted by the live deployment of our marketplace and the execution of crucial post-launch strategies. The focus was on enhancing security, scalability, business development, and professional growth.

## Deployment Overview

The deployment process included finalizing hosting services, configuring environment variables, strengthening security measures, and setting up monitoring systems.

## Live Production Deployment

- **Hosting Platform:** Deployed on Netlify (initially planned for Vercel but switched due to deployment issues)
- **GitHub Repository:** Successfully connected and updated (Repository: hackathon-3-bilal)
- **Environment Variables:** Secured API keys and sensitive data
- **Deployment Status:** Smooth deployment without errors

## Security & Performance Testing

- **SSL Security:** Secured with HTTPS
- **Security Measures:** Implemented input validation and API protection
- **Performance Testing:** Achieved a GTmetrix grade of A
- **Monitoring Tools:** Google Analytics integrated for user activity tracking

## Disaster Recovery & Backup

- **Backup Plan:** Scheduled regular database and asset backups
- **Recovery Strategy:** Defined procedures for efficient system recovery

## Post-Launch Strategies

After deployment, attention shifted to branding, marketing, and business growth.

## Branding & Marketing

- Developed Exclusive's brand identity (logo and social media presence)
- Planned marketing initiatives

## Business Pitch Deck & Resume Submission

- **Pitch Deck:** Outlined the company's vision, objectives, financial projections, and growth strategy
- **Resume:** Updated to highlight relevant skills, hackathon experience, and project contributions
- **Submission:** Pitch deck and resume shared

## Next Steps

- Expand product categories and scale operations
- Strengthen security protocols through advanced penetration testing
- Broaden market reach across Pakistan and internationally

## Final Notes

Participating in this hackathon provided invaluable experience, from the development and launch of a tech marketplace to creating a growth strategy. Exclusive now aims to continue delivering top-quality products while expanding its global presence.