February 2026 — Launch Sprint

From beta to market. Distribution, monetization, and real users.

WEEK OF 16 FEBRUARY — LAUNCH WEEK

Launch & Distribution

— **Feb 17** — Launch v1 on Google Play Store
— **Feb 18** — Finalize PR releases with Sergio
— Send out media pitches, submit stories
— Beta test for ~1 week — recruit testers, gather feedback
— Resubmit Apple Developer application (Bokang, individual)
— Estonia company registration once funded

Marketing & Growth

— **Ad campaign with Aya** — paid IG growth + beta users
— **In-person with Aya & Clem** — Mad Monkey, Z Hostel
— Target solo female travelers for real-life signups
— App improvements driven by PostHog analytics

Finance & Operations

— **Set up bank account** — receive Dennis's $1,000 investment
— **Monetization strategy** — define model with Sergio
— Document investor terms (informal — Dennis repaid on success)

Bokang — Product & Engineering

— Finalize ops dashboard
— Finalize marketing dashboard
— Finalize partner dashboard
— Ongoing bug fixes from beta feedback

Pre-Launch QA `CRITICAL`

— **Full QA pass** — every screen, every flow, on real devices
— **Android device testing** — test across screen sizes
— **Crash monitoring** — verify Sentry captures production errors
— **Performance audit** — feed load times, image loading, memory
— **Offline behavior** — graceful errors with no connection
— **Deep link testing** — shared links open correct screens

Security & Privacy `CRITICAL`

— **RLS audit** — verify every Supabase table has row-level security
— **Location data review** — who can see user locations?
— **DM privacy** — messages between users must be private
— **Profile visibility** — can strangers see too much info?
— **SOS feature validation** — must work reliably under stress
— **Auth flow hardening** — session management, token refresh

> **Items you may have missed:** Everything marked `CRITICAL` or `MISSING` was not in the original plan but is essential for a safe, compliant launch.

App Store Compliance `MISSING`

— **Privacy Policy** — required by both stores, must be live URL
— **Terms of Service** — required with community features
— **Google Play data safety section** — declare all data collected
— **Content rating questionnaire** — required for Play Store
— **Store listing assets** — professional screenshots, description
— **GDPR compliance** — data export + deletion for EU users

Community Moderation `MISSING`

— **Content moderation plan** — who reviews reported posts?
— **Community guidelines** — published, linked in-app
— **Report / block / flag system** — verified end-to-end
— **Abuse response plan** — protocol when someone is harassed

User Support & Onboarding `MISSING`

— **Support channel** — email? In-app? Who responds?
— **Bug reporting** — how do beta testers report issues?
— **Onboarding flow** — first-time experience must be flawless
— **Retention nudges** — day 1, day 3, day 7 push notifications

Infrastructure & Backup `MISSING`

— **Database backups** — automatic + tested recovery
— **Supabase plan limits** — are you on free tier?
— **Push notifications** — verified on Android + iOS
— **Image storage** — Supabase Storage buckets configured

Legal / Business `IMPORTANT`

— **Co-founder agreement** — equity split, roles, vesting
— **Investor note** — even a simple SAFE for Dennis's $1K
— **IP ownership** — who owns code, brand, assets?

WEEK OF 21 FEBRUARY — GROWTH & REVENUE

Merch Store Exploration

— Research dropship providers (Printful, Gelato, etc.)
— Sola-branded travel gear — pouches, tags, adapters
— Zero upfront cost model — test demand first

Beta Feedback Sprint

— Aggregate all beta tester feedback
— Prioritize top 10 issues / requests
— Ship fixes daily — fast iteration cycle
— Track retention metrics (D1, D7, D30)

AI Agent Teams

— Map all manual / repetitive operational tasks

— Design agent workflows for content, support, moderation

— Build and test first automated pipeline

Growth Optimization

— Analyze ad campaign performance with Aya

— Double down on what's working

— Begin ASO optimization for Play Store listing

— Plan Apple App Store submission (pending approval)

OWNER SUMMARY

TASK	OWNER	PRIORITY	DEADLINE	STATUS
Google Play Store launch	Bokang	P0	Feb 17	Ready
PR releases & media pitches	Sergio Bokang	P0	Feb 18	Draft needed
Security & RLS audit	Bokang	P0	Before launch	Not started
Privacy Policy & Terms of Service	Sergio Bokang	P0	Before launch	Not started
QA pass — all flows on real devices	Bokang	P0	Feb 17	Not started
Google Play data safety & content rating	Bokang	P0	Feb 17	Not started
Ad campaign setup	Aya Bokang	P1	Week of Feb 16	Not started
In-person hostel campaign	Aya Clem	P1	Week of Feb 16	Not started
Bank account + Dennis funding	Sergio Bokang	P1	Week of Feb 16	Not started
Monetization strategy	Sergio Bokang	P1	Week of Feb 16	Not started
Community moderation plan	Sergio	P1	Before launch	Not started
Co-founder agreement	Sergio Bokang	P1	Feb 28	Not started
Dashboards (ops / marketing / partner)	Bokang	P2	Week of Feb 16	In progress
Merch store exploration	TBD	P2	Week of Feb 21	Not started
AI agent automation	Bokang	P2	Week of Feb 28	Not started