

# Virtus Project Timeline

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## Project Timeline

**Soft Launch Target:** Sunday 15 March 2026

**Public Launch:** Monday 30 March 2026

### Phase 1 – Discovery & Positioning

17 – 21 February

- Internal market and competitor review (to inform positioning discussion)
- Alignment session with key stakeholders
- Confirmation of positioning, tone, and direction
- Website structure agreed
- Content requirements clarified

*Outcome: Positioning and direction approved by 21 February*

### Phase 2 – Brand Identity

24 – 28 February

- Presentation of initial brand concepts
- Selection of preferred direction
- Refinement and finalisation
- Preparation of lightweight brand style guide

*Outcome: Brand identity approved by 28 February*

### Phase 3 – Website Design

3 – 7 March

- Homepage design
- Core internal page templates
- Mobile-first responsive considerations
- Structured review and refinement

*Outcome: Website design approved by 7 March*

## Phase 4 – Website Build

10 – 14 March

- Platform confirmation (Framer or Webflow)
- Responsive build and content population
- Quality assurance and device testing

*Outcome: Site ready for internal review by 14 March*

## Soft Launch

Sunday 15 March

- Internal access provided
- Final refinements
- Performance and functionality checks

## Optimisation & Buffer Window

16 – 29 March

- Minor refinements
- Copy adjustments
- Internal familiarisation
- Analytics and tracking setup
- Final pre-launch checks

## Public Launch

Monday 30 March

### Important Assumption

To maintain this schedule, consolidated feedback is required within 48 hours at each review stage.

## Approval & Sign-off

Hype Foundry



Clark Spendelow

Name

11/02/2026

Date

Virtus (Momentum Consulting)

Name

Date