Plan d'action — start

Plan d'action (export HTML · PDF · Agenda)

Semaine 1: Kickoff & Setup

Objectifs

- Define MVP scope
- Establish project management tools

Tâches

- Project kickoff meeting — founder (2.0 h • J+1) — Align team on objectives and deliverables
- Define MVP scope — tech (3.0 h • J+2) — Outline features and functionalities for MVP
- Set up project management tools — ops (2.5 h • J+3) — Implement tools like Jira or Trello for task tracking
- Legal framework review — legal (3.0 h • J+4) — Ensure compliance with regulations
- Financial planning session — finance (2.5 h • J+5) — Discuss budget allocation for MVP

KPIs

- Completion of project setup
- Team alignment

Semaine 2: Development & Marketing

Objectifs

- Start MVP development
- Launch initial marketing campaigns

Tâches

- Begin MVP development — tech (12.0 h • J+1) — Start coding core features
- Create marketing strategy — marketing (4.0 h • J+2) — Outline marketing plan for MVP launch
- Design landing page — marketing (6.0 h • J+3) — Create a landing page for MVP sign-ups
- Set up analytics tools — data (3.0 h • J+4) — Implement tools to track user engagement

- Weekly review meeting — founder (1.5 h • J+5) — Review progress and adjust plans

KPIs

- Development progress
- Marketing reach

Semaine 3: Testing & Feedback

Objectifs

- Test MVP features
- Gather initial user feedback

Tâches

- Conduct internal testing — tech (5.0 h • J+1) — Test MVP features internally
- Launch beta program — marketing (4.0 h • J+2) — Invite users to test the MVP
- Collect user feedback — support (3.0 h • J+3) — Gather feedback from beta users
- Analyze feedback — data (3.0 h • J+4) — Identify key areas for improvement
- Weekly review meeting — founder (1.5 h • J+5) — Review testing results and feedback

KPIs

- Bug reports
- User feedback

Semaine 4: Refinement & Launch Prep

Objectifs

- Refine MVP based on feedback
- Prepare for official launch

Tâches

- Implement feedback changes — tech (8.0 h • J+1) — Refine MVP features based on user feedback
- Finalize marketing materials — marketing (4.0 h • J+2) — Prepare marketing content for launch
- Legal compliance check — legal (3.0 h • J+3) — Ensure all legal aspects are covered for launch
- Financial review — finance (2.5 h • J+4) — Ensure budget alignment with launch plans
- Final demo and review — founder (2.0 h • J+5) — Present final MVP to stakeholders

KPIs

- Feature improvements
- Launch readiness