



PHASE 1 Prototyping



PHASE 2 Seed Stage



PHASE 3 Pre Series A

Timeline

Now - August 2016

September 2016 - April 2017

May 2017 - Onwards

Headcount

- 6 (none on payroll)

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Milestones

- **[Product]** Design and produce prototype V0.1
- **[Sales]** Secure 5 Pilot users
- **[Marketing]** Establish Product plan and roadmap
- **[Company]** Select KPI's

- **[Product]** Design and Produce prototype V1.1
- **[Sales]** Scalable Production Plan
- **[Marketing]** Develop Advertising strategy
- **[Company]** Licensing and I.P Readiness

- **[Product]** Production
- **[Sales]** Customer Acquisition
- **[Marketing]** Develop Media Interest
- **[Company]** Long term strategy towards IPO

Deliverables

- Prototype V0.1
- Website

- PCB Prototype V1.1
- Coherent Brand

- Profit
- Growth

Cost

- 3000 SGD

- 50,000 - 80,000 SDG

- Approx 50,000 SGD p.c.m (not including production)