



## PHASE 1 Inception



## PHASE 2 Birth



## PHASE 3 Maturity

### ***Timeline***

Now - August 2016

September 2016 - April 2017

May 2017 - Onwards

### ***Headcount***

- 6 (none on payroll)

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- 6 on payroll

### ***Milestones***

- Vision
- Design of product
- Business plan
- Select KPI's
- SWOT

- Licensing
- I.P Readiness
- Fundraising strategy
- Production Plan
- Marketing Strategy

- Production
- Customer Acquisition
- Media Interest
- Long term strategy

### ***Deliverables***

- Prototype
- Website

- Coherent Brand
- PCB Prototype

- Profit
- Growth

### ***Cost***

- 3000 SGD

- 50,000 - 80,000 SDG

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