

Week 3-4 Control Board


Phase: 1 – Research & Analysis
Window: 4 Nov – 17 Nov 2025
Director: Greg Kowalczyk

Key Dates

- 10 Nov · 16:00 – Week 3 pulse check (status + blockers)
- 12 Nov – Pavement follow-up answers due (tentative)
- 17 Nov · 09:00 – Final Week 3-4 review & handoff

Agent Status Matrix

Agent	Owner	Core Deliverables	Due	Status	Notes
Growth Strategy	Greg	12-month roadmap; pricing/product strategy; revenue projections; expansion plan	12 Nov	<input checked="" type="checkbox"/> Complete	All 4 deliverables 
SEO & Content	Greg	Keyword report; on-page playbook; blog calendar; local SEO plan	13 Nov	<input checked="" type="checkbox"/> Complete	All 4 deliverables 
Social Media	TBD	Social strategy; content calendar; reels/stories	14 Nov	<input type="checkbox"/> Not started	Requires Canva kit

Agent	Owner	Core Deliverables	Due	Status	Notes
		plan; hashtag guide; influencer list			
Templates & Tools	Greg	Canva kit; blog templates; email structures	15 Nov	<input checked="" type="checkbox"/> Complete	All 3 deliverables 
Email & Newsletter	TBD	Email strategy; list-building; segmentation; automations; campaign calendar; platform comparison	15 Nov	<input type="checkbox"/> Not started	Depends on templates + corporate offers
Corporate Gifting	TBD	Gifting manual; pricing; target list; outreach + proposal templates; workflow; portal concept; blitz plan	14 Nov	<input type="checkbox"/> Not started	Needs pricing inputs
Partnerships	TBD	Opportunity map; segment playbooks; contact lists; pitch templates	16 Nov	<input type="checkbox"/> Not started	Coordinate with Corporate agent
Financial Systems	TBD	System recs; KPI dashboard spec; reporting cadence; budget; cost/margin; channel tracker; tax guide	15 Nov	<input type="checkbox"/> Not started	Align with pricing + revenue projections
Templates & Tools	TBD	Canva kit; email templates; blog template; outreach packs; decks; quote/invoice; surveys;	15 Nov	<input type="checkbox"/> Not started	Provide style guide early

Agent	Owner	Core Deliverables	Due	Status	Notes
		UGC kit; analytics dashboards			
E-commerce Platform	Greg	Pavement answer matrix; risk analysis; implementation roadmap; content requirements; call notes	12 Nov (initial)	<input type="checkbox"/> Awaiting input	Dependent on Dale/Peter response

Legend: ☒ Complete · ☐ In progress · ☐ Not started

Dependency Tracker

- Growth → Corporate, Financial, SEO
- Templates → Social, Email, Corporate
- E-commerce → All streams (platform constraints, content requirements)
- Corporate ↔ Partnerships (pricing & offers feed partner pitches)
- SEO ↔ Social/Email (content pillars and campaigns)

Daily Log

- **07 Nov (Fri):** Control board initialized. Awaiting Pavement responses; green-lighted independent Week 3 tasks.
- **[Add future updates below]**

Action Queue (Today – 07 Nov)

1. Assign owners for each agent column.
2. Circulate control board link + remind agents to update status daily.

3. Kick off Growth, SEO, Templates for foundational work (no Pavement dependency).
4. Prep Pavement follow-up agenda for call (pending reply).