**PGI:** **Experiment report + Marketing Strategy**

**1. Understand your idea’s context:**

- Forum inforestudante

- Chats com ChatBot incorporado

**2. Talk to your customers (#10 interviews)**

Resume the findings and annex all the data and tools used (templates, reports, etc)

**3. Revisit your lean Canvas**

(annex your new lean canvas)

**4. Launch your landing page / product page**

http://uchat.launchrock.com

**5. Launch your social media strategy**

https://www.facebook.com/UchatApplication

**6. Launch your PR strategy**

Annex a draft press release

**7.METRICS**

Describe how you are going to measure your strategy and results

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|  |  |  |
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