|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| STAGE | Market Research | Product Planning and Development | MVP Testing | Development and Content Creation | Final Testing and Refinement | Marketing | Growth and Expansion |
| 1 month (2023) | 4 months (2023) | 1 months (2023) | 2 months  (2023) | 1 month (2024) | 2024 | 2025 |
| CEO | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| CTO | 0 | 1 | 1 | 1 | 1 | 1 | 1 |
| Developer | 0 | 2 | 2 | 2 | 2 | 2 | 2 |
| Product Designer | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Marketing/Business Planner | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| KEY GOALS | Product market fit | Completed MVP, First launching | Successful user testing | High-quality content development | Successful marketing launch | Achieved user targets | High user engagement |