

# ■ OITH Official Launch Requirements

---

**Target Launch Date: February 1, 2026**

*Complete roadmap and checklist for launching OITH dating app on iOS and Android*

## ■ LAUNCH TIMELINE OVERVIEW

Phase	Dates	Duration	Status
Phase 1: Foundation	Dec 2024 - Feb 2025	3 months	■ In Progress
Phase 2: Development	Mar 2025 - Jul 2025	5 months	■ Not Started
Phase 3: Testing	Aug 2025 - Oct 2025	3 months	■ Not Started
Phase 4: Pre-Launch	Nov 2025 - Jan 2026	3 months	■ Not Started
Phase 5: Launch	February 1, 2026	-	■ Target

## ■ PHASE 1: FOUNDATION (Dec 2024 - Feb 2025)

### 1.1 Business Formation

Task	Deadline	Owner	Status
Register LLC	Jan 15, 2025	Founder	■
Obtain EIN	Jan 20, 2025	Founder	■
Get D-U-N-S Number	Jan 31, 2025	Founder	■

Open business bank account	Feb 1, 2025	Founder	■
Set up accounting system	Feb 15, 2025	Founder	■

## 1.2 Developer Accounts

Task	Deadline	Owner	Status
Google Play Developer Account (\$25)	Feb 1, 2025	Founder	■
Apple Developer Program (\$99)	Feb 15, 2025	Founder	■
AWS Account setup	Jan 15, 2025	Tech	✓
Stripe Account verified	Jan 31, 2025	Founder	✓

## 1.3 Legal Foundation

Task	Deadline	Owner	Status
Privacy Policy (attorney review)	Feb 28, 2025	Legal	■
Terms of Service (attorney review)	Feb 28, 2025	Legal	■
EULA (End User License Agreement)	Feb 28, 2025	Legal	■
Cookie Policy	Feb 28, 2025	Legal	■
CCPA/GDPR compliance documentation	Feb 28, 2025	Legal	■
Age verification policy (18+)	Feb 28, 2025	Legal	■

## 1.4 Infrastructure Setup

Task	Deadline	Owner	Status
Production AWS environment	Feb 15, 2025	Tech	■
Database architecture finalized	Feb 15, 2025	Tech	■
CI/CD pipeline	Feb 28, 2025	Tech	■
Monitoring & alerting (CloudWatch)	Feb 28, 2025	Tech	■
Backup & disaster recovery plan	Feb 28, 2025	Tech	■

---

## ■ PHASE 2: DEVELOPMENT (Mar 2025 - Jul 2025)

---

### 2.1 Mobile App Development

Task	Deadline	Owner	Status
Choose framework (React Native/Flutter)	Mar 1, 2025	Tech	■
iOS app development	Jul 31, 2025	Tech	■
Android app development	Jul 31, 2025	Tech	■
Push notifications	Jun 30, 2025	Tech	■
Deep linking	Jun 30, 2025	Tech	■
Offline mode / caching	Jul 15, 2025	Tech	■

### 2.2 Core Features (MVP)

Feature	Deadline	Priority	Status
User registration & authentication	Apr 15, 2025	P0	■
Profile creation & editing	Apr 30, 2025	P0	■
Photo upload & management	Apr 30, 2025	P0	■
Location services	May 15, 2025	P0	■
Matching algorithm	May 31, 2025	P0	■
Swipe/like/pass functionality	May 31, 2025	P0	■
Match notifications	Jun 15, 2025	P0	■
In-app messaging/chat	Jun 30, 2025	P0	■
Date coordination	Jul 15, 2025	P1	■
Premium subscription (Stripe)	Jul 31, 2025	P0	■

### 2.3 Safety & Moderation Features

Feature	Deadline	Priority	Status
User reporting system	Jun 15, 2025	P0	■
Block/unmatch functionality	Jun 15, 2025	P0	■
Photo moderation (AI)	Jun 30, 2025	P0	■
Message content filtering	Jun 30, 2025	P1	■
Fake profile detection	Jul 15, 2025	P1	■

Identity verification option	Jul 31, 2025	P2	■
Emergency contact feature	Jul 31, 2025	P2	■

## 2.4 Backend Development

Task	Deadline	Owner	Status
API architecture (REST/GraphQL)	Mar 31, 2025	Tech	■
User service	Apr 30, 2025	Tech	■
Matching service	May 31, 2025	Tech	■
Messaging service	Jun 30, 2025	Tech	■
Payment service	Jul 15, 2025	Tech	■
Notification service	Jul 15, 2025	Tech	■
Admin dashboard	Jul 31, 2025	Tech	✓
Analytics pipeline	Jul 31, 2025	Tech	■

---

## ■ PHASE 3: TESTING (Aug 2025 - Oct 2025)

---

### 3.1 Quality Assurance

Task	Deadline	Owner	Status
Unit test coverage (>80%)	Aug 31, 2025	Tech	■
Integration testing	Sep 15, 2025	Tech	■
End-to-end testing	Sep 30, 2025	Tech	■

Performance testing	Sep 30, 2025	Tech	<span style="color: #ccc;">■</span>
Load testing (10K concurrent users)	Oct 15, 2025	Tech	<span style="color: #ccc;">■</span>
Security penetration testing	Oct 15, 2025	Security	<span style="color: #ccc;">■</span>
Accessibility testing (WCAG 2.1)	Oct 15, 2025	Tech	<span style="color: #ccc;">■</span>

### 3.2 Beta Testing

Task	Deadline	Owner	Status
Internal alpha testing	Aug 15, 2025	Team	<span style="color: #ccc;">■</span>
Closed beta (50 users)	Sep 1, 2025	Product	<span style="color: #ccc;">■</span>
Expanded beta (500 users)	Sep 30, 2025	Product	<span style="color: #ccc;">■</span>
Open beta (2,000 users)	Oct 15, 2025	Product	<span style="color: #ccc;">■</span>
Beta feedback analysis	Oct 31, 2025	Product	<span style="color: #ccc;">■</span>
Critical bug fixes	Oct 31, 2025	Tech	<span style="color: #ccc;">■</span>

### 3.3 Device & OS Testing

Platform	Versions	Deadline	Status
iOS	15, 16, 17, 18	Oct 15, 2025	<span style="color: #ccc;">■</span>
Android	11, 12, 13, 14	Oct 15, 2025	<span style="color: #ccc;">■</span>
iPhone models	11 through 16	Oct 15, 2025	<span style="color: #ccc;">■</span>
Android phones	Top 20 models	Oct 15, 2025	<span style="color: #ccc;">■</span>

Tablets	iPad, Android tablets	Oct 15, 2025	■
---------	-----------------------	--------------	---

## ■ PHASE 4: PRE-LAUNCH (Nov 2025 - Jan 2026)

### 4.1 App Store Preparation

Task	Deadline	Owner	Status
App icons (all sizes)	Nov 15, 2025	Design	■
App Store screenshots (iPhone)	Nov 15, 2025	Design	■
App Store screenshots (iPad)	Nov 15, 2025	Design	■
Play Store screenshots (phone)	Nov 15, 2025	Design	■
Play Store screenshots (tablet)	Nov 15, 2025	Design	■
App preview video (iOS)	Nov 30, 2025	Design	■
Promo video (Android)	Nov 30, 2025	Design	■
Feature graphic (Play Store)	Nov 15, 2025	Design	■
App Store description	Nov 15, 2025	Marketing	■
Keywords/ASO optimization	Nov 30, 2025	Marketing	■

### 4.2 App Store Submissions

Task	Deadline	Owner	Status
iOS app submission	Dec 15, 2025	Tech OITH Confidential - 7	■

iOS review process	Dec 15-31, 2025	Apple	■
iOS approval received	Jan 5, 2026	Apple	■
Android app submission	Dec 15, 2025	Tech	■
Android review process	Dec 15-25, 2025	Google	■
Android approval received	Dec 31, 2025	Google	■
Both apps ready for release	Jan 10, 2026	Tech	■

### 4.3 Compliance & Certifications

Task	Deadline	Owner	Status
Age rating certifications	Nov 30, 2025	Legal	■
Data safety declarations (Play)	Nov 30, 2025	Legal	■
Privacy labels (iOS)	Nov 30, 2025	Legal	■
COPPA compliance verification	Nov 30, 2025	Legal	■
PCI-DSS compliance (payments)	Nov 30, 2025	Tech	■
SOC 2 preparation (optional)	Dec 31, 2025	Tech	■

### 4.4 Marketing Preparation

Task	Deadline	Owner	Status
Brand guidelines finalized	Nov 15, 2025	Marketing	✓

Website launch (oith.com)	Nov 30, 2025	Tech	■
Social media accounts	Nov 15, 2025	Marketing	■
Press kit	Dec 15, 2025	Marketing	■
Influencer partnerships	Dec 31, 2025	Marketing	■
Launch PR campaign	Jan 15, 2026	Marketing	■
Paid advertising ready	Jan 20, 2026	Marketing	■
Email list (pre-launch signups)	Jan 31, 2026	Marketing	■

## 4.5 Operations Preparation

Task	Deadline	Owner	Status
Customer support system	Dec 31, 2025	Ops	■
Support documentation/FAQs	Dec 31, 2025	Ops	■
Moderation team trained	Jan 15, 2026	Ops	■
Incident response plan	Jan 15, 2026	Ops	■
Escalation procedures	Jan 15, 2026	Ops	■
On-call schedule	Jan 25, 2026	Tech	■

---

## ■ PHASE 5: LAUNCH (February 1, 2026)

---

### Launch Day Checklist

Task	Time	Owner	Status
Final infrastructure check	Jan 31, 11 PM	Tech	■
Database backup	Jan 31, 11 PM	Tech	■
All team on standby	Feb 1, 6 AM	All	■
Publish iOS app	Feb 1, 8 AM EST	Tech	■
Publish Android app	Feb 1, 8 AM EST	Tech	■
Verify apps live	Feb 1, 9 AM	Tech	■
Social media announcement	Feb 1, 9 AM	Marketing	■
Press release distribution	Feb 1, 9 AM	Marketing	■
Email blast to waitlist	Feb 1, 9 AM	Marketing	■
Monitor error rates	Feb 1, All Day	Tech	■
Monitor app reviews	Feb 1, All Day	Ops	■
Respond to support tickets	Feb 1, All Day	Ops	■

## Launch Week Monitoring

Metric	Target	Owner
App crashes	<0.1%	Tech
API uptime	>99.9%	Tech
Response time	<200ms	Tech
App Store rating	>4.0	Product

Day 1 downloads	1,000+	Marketing
Day 7 retention	>40%	Product
Support response time	<4 hours	Ops

## ■ BUDGET REQUIREMENTS

### One-Time Costs (Before Launch)

Category	Estimated Cost
LLC Registration & Legal	\$500 - \$2,000
Developer Accounts	\$125
Legal Document Review	\$2,000 - \$5,000
App Development (if outsourced)	\$50,000 - \$150,000
Design Assets	\$2,000 - \$5,000
Security Audit	\$5,000 - \$15,000
Beta Testing Tools	\$500 - \$1,000
<b>Total One-Time</b>	<b>\$60,000 - \$180,000</b>

### Monthly Operating Costs (At Launch)

Category	Estimated Monthly
AWS Infrastructure	\$500 - \$2,000
Third-party Services	\$200 - \$500
Customer Support	\$0 - \$3,000
Marketing	\$2,000 - \$10,000

OITH Confidential - 11

Total Monthly	\$2,700 - \$15,500
---------------	--------------------

## ■ TEAM REQUIREMENTS

### Minimum Team for Launch

Role	Headcount	Status
Founder/CEO	1	✓
Full-Stack Developer	1-2	■ Needed
Mobile Developer	1-2	■ Needed
UI/UX Designer	1	■ Needed
Marketing/Growth	1	■ Needed
Customer Support	1 (part-time)	■ Needed

### Contractor/Agency Options

Service	When Needed
Legal counsel	Jan-Feb 2025
Security auditor	Oct 2025
PR agency	Jan 2026
ASO specialist	Nov-Dec 2025

## ■■ RISK FACTORS & CONTINGENCIES

### High Risk Items

Risk	Mitigation	Contingency
App Store rejection	Follow guidelines exactly, pre-review	Budget 2-week buffer
Development delays	Agile sprints, weekly reviews	Cut P2 features
Security breach	Penetration testing, encryption	Incident response plan
Low user acquisition	Pre-launch marketing, waitlist	Increase ad spend
Negative reviews	Quality beta testing	Rapid response team

## Critical Path Items

These items MUST be completed on time or launch will be delayed:

- LLC & Developer accounts (Feb 2025)
- Core app features complete (Jul 2025)
- Beta testing complete (Oct 2025)
- App Store approvals (Jan 2026)

## ■ KEY MILESTONES

Date	Milestone
Jan 31, 2025	Business formation complete
Feb 28, 2025	Legal documents ready
Mar 31, 2025	Development kickoff
May 31, 2025	Core matching algorithm complete
Jul 31, 2025	MVP feature-complete
Aug 15, 2025	Alpha testing begins
Sep 30, 2025	Beta testing 500+ users
Oct 31, 2025	All critical bugs fixed

<b>Nov 30, 2025</b>	App Store assets ready
<b>Dec 15, 2025</b>	Apps submitted for review
<b>Jan 10, 2026</b>	Both apps approved
<b>Jan 25, 2026</b>	Launch team briefed
<b>Feb 1, 2026</b>	<b>■ OFFICIAL LAUNCH</b>

---

## ✓ MASTER CHECKLIST SUMMARY

---

### Business & Legal (14 items)

- ■ LLC registered
- ■ EIN obtained
- ■ D-U-N-S number received
- ■ Bank account opened
- ■ Google Play account (\$25)
- ■ Apple Developer account (\$99)
- ■ Privacy Policy (lawyer-reviewed)
- ■ Terms of Service (lawyer-reviewed)
- ■ EULA
- ■ Cookie Policy
- ■ GDPR/CCPA compliance
- ■ Age verification policy
- ■ Age rating certifications
- ■ PCI-DSS compliance

### Technical (20 items)

- ■ Production AWS environment
- ■ iOS app developed
- ■ Android app developed
- ■ User authentication

- Profile system
- Photo upload
- Location services
- Matching algorithm
- Swipe functionality
- Messaging/chat
- Push notifications
- Payment integration
- Reporting system
- Content moderation
- Admin dashboard
- Unit tests (>80%)
- Load testing passed
- Security audit passed
- Accessibility compliant
- Backup/recovery tested

## **Marketing (10 items)**

- Brand guidelines
- Website live
- Social media accounts
- App Store screenshots
- App Store descriptions
- Press kit
- Influencer partnerships
- PR campaign ready
- Ad campaigns ready
- Email waitlist

## **Operations (8 items)**

- Support system setup
- FAQs/documentation
- Moderation team

- Incident response plan
- Escalation procedures
- On-call schedule
- Launch day runbook
- Post-launch monitoring

## App Store (8 items)

- iOS app submitted
- iOS app approved
- Android app submitted
- Android app approved
- Data safety labels
- Privacy labels
- App preview videos
- ASO optimized

## ■ IMPORTANT CONTACTS

Role	Contact	Notes
Legal Counsel	TBD	For document review
Accountant	TBD	For tax/bookkeeping
AWS Support	aws.amazon.com/support	Technical issues
Apple Developer Support	developer.apple.com/contact	App review issues
Google Play Support	support.google.com/googleplay/android-developer	App review issues
Stripe Support	support.stripe.com	Payment issues

Document Version: 1.0

Created: December 2024

*Target Launch: February 1, 2026*

*Document Location: company/operations/LAUNCH\_REQUIREMENTS\_FEB\_2026.md*