# Outwize – 4–6 Week Launch Plan

## ✅ Week 1–2: Foundation & Ownership

1. Finalize Name, Logo & Domain

- Domain: outwize.ai (already owned)  
- Logo: Choose minimal text-based logo (use Inter or Montserrat font)  
- Use ™ symbol after name in logo or text

2. Build Basic Prototype

- Showcase static profiles of 2–3 AI agents  
- Use Framer, Webflow, or static HTML for now  
- Backend: Airtable, Google Sheets, or placeholder form  
- Simulate user-agent matching experience manually

3. Trademark Application

- File via EUIPO as Word Mark: 'Outwize'  
- Classes: 35 (business/intermediation), 42 (SaaS/platform)  
- Owner: Filed under [Your Name] for now  
- Cost: €900 (covers 10 years across EU)  
- Use 'Trademark pending' on site & materials

## ✅ Week 2–3: Visibility & Narrative

4. Create Landing Page (SEO-Ready)

- Use Webflow, Notion, or Framer for fast build  
- Include CTA: 'Request Early Access' or 'Join Pilot'  
- Set clean SEO metadata (title, meta description, H1)  
- Example: 'Find and hire AI agents that work for your business.'

5. Write Blog Content

- Blog #1: 'What is the Agentic Workforce?'  
- Blog #2: 'How to Hire the Right AI Agent for Your Business'  
- Blog #3: 'Why AI Marketplaces Will Disrupt SaaS Discovery'

## ✅ Week 3–4: Traction & Early SEO

6. Secure Test Clients (Pilot Signal)

- Ask 2–3 friendly startups or teams to explore prototype  
- Collect quotes or usage examples for credibility  
- Mention anonymous logos on landing page (e.g., 'Nordic fintech using Outwize for agent discovery')

7. Start SEO Efforts

- Submit sitemap to Google Search Console  
- Include keywords: AI headhunter, agentic workforce, AI agent matching  
- Link to site from founders’ LinkedIn or bios

8. Paid SEO Campaigns (Small Scale)

- Google Ads: Brand terms ('Outwize'), category terms ('AI headhunter')  
- Budget: €5–10/day, short 2-week run  
- LinkedIn: Boost post like 'What is the Agentic Workforce?' to AI/data leads and innovation managers

## ✅ Week 5–6: Validation & Next Steps

9. Collect Feedback

- Ask 3–5 neutral contacts for feedback on clarity, trust, and value  
- Refine messaging, CTA, or visuals accordingly

10. Prepare for Pilot Matching

- Set up form for inbound interest  
- Offer concierge-style matching (manual help)  
- Gather learning before building automated backend