

# PopTop Execution Plan

## NPI to RTM: Comprehensive Roadmap

Version: 1.0

Date: January 2025

Target RTM: Summer 2025

Document Owner: Paul Giarrizzo

### Team Roster & Responsibilities

Name	Role	Primary Responsibilities
Alex Munn	Co-Founder / Equity	Strategic decisions, capital allocation
Ross Munn	Co-Founder / Equity	Manufacturing sourcing, supplier relationships
Paul Giarrizzo	Business Lead	Execution driver, biz dev, licensing, GTM
Brian Williams	Engineer	SolidWorks CAD, prototyping, 3D printing, DFM
Nathan Childress	Operations	Task execution, support across workstreams

**Critical Path:** Design Freeze → Prototype Validation → Licensing Approval → Production → Launch

# Phase 1: Design & Prototyping (Weeks 1-8)

Owners: Brian Williams + Paul Giarrizzo

## 1.1 CAD Design Completion

Task	Owner	Target
Finalize V1 dimensions & capacity	Brian	Week 2
Complete SolidWorks assembly	Brian	Week 3
Design dispensing mechanism	Brian	Week 4
Design modular branding panels	Brian	Week 5
DFM review	Brian + Ross	Week 6
Create technical drawings package	Brian	Week 7

## 1.2 Prototyping

Task	Owner	Target
Print prototype V1 (4x4' printer)	Brian	Week 4
Functional testing	Brian + Paul	Week 5
Iterate based on testing	Brian	Week 6
Print prototype V2 (refined)	Brian	Week 7
Final validation testing	Team	Week 8

**Phase 1 Gate:** Design freeze approval by all stakeholders

## Phase 2: Brand Identity & IP (Weeks 2-10)

Owner: Paul Giarrizzo

### 2.1 Trademark & Brand

Task	Owner	Target
Finalize 'PopTop' name decision	Team	Week 2
Trademark search (USPTO)	Paul	Week 3
File trademark application	Paul / Jeff Johnson	Week 4
Logo design (3 concepts)	Paul	Week 4
Logo selection & refinement	Team	Week 5
Brand style guide creation	Paul	Week 6
Register domain	Paul	Week 3
Secure social media handles	Paul	Week 3

**Phase 2 Gate:** Trademark filed, logo approved, brand guide complete

## Phase 3: Manufacturing & Supply Chain (Weeks 6-16)

Owners: Ross Munn + Brian Williams

### 3.1 Supplier & Production

Task	Owner	Target
Identify 3-5 potential manufacturers	Ross	Week 6
Send RFQ with tech drawings	Ross + Brian	Week 8
Evaluate quotes & capabilities	Ross + Paul	Week 10
Select primary manufacturer	Team	Week 11
Tooling deposit & kick-off	Paul	Week 12
First article inspection (T1)	Brian + Ross	Week 16
T1 approval / modifications	Brian	Week 17

**Phase 3 Gate:** T1 samples approved, production order confirmed

## Phase 4: Licensing (Weeks 4-20)

Owner: Paul Giarrizzo

### 4.1 CLC / Fanatics Engagement

Task	Owner	Target
Research CLC application process	Paul	Week 4
Prepare licensee application	Paul	Week 6
Submit CLC application	Paul	Week 8
Follow-up & provide samples	Paul	Week 10-14
Receive approval (est.)	Paul	Week 16-18

### 4.2 School Selection Strategy

Priority	Schools	Rationale
Tier 1	Indiana, Purdue, Notre Dame	Home state, network access
Tier 2	Ohio State, Michigan, Alabama	Large fanbases, tailgate culture
Tier 3	SEC schools (LSU, Georgia)	Premium tailgate market

**Phase 4 Gate:** CLC approval + at least 3 school licenses secured

## Phase 5: Go-To-Market Prep (Weeks 14-22)

Owners: Paul Giarrizzo + Nathan Childress

Task	Owner	Target
Shopify store setup	Paul	Week 14
Email capture / waitlist	Paul	Week 14
Payment processing (Stripe)	Paul	Week 16
Social media content calendar	Paul + Nathan	Week 16
Product photography	Paul	Week 18
Launch campaign strategy	Paul	Week 18
Pre-launch email sequence	Paul	Week 20

**Phase 5 Gate:** Store live (pre-launch mode), marketing assets ready

## Phase 6: Launch & Operations (Weeks 20-26)

Owner: Full Team

Task	Owner	Target
Inventory received at 3PL	Ross + Paul	Week 20
Final QC on first units	Brian	Week 20
Soft launch (friends/family)	Paul	Week 21
Public launch announcement	Paul	Week 22
Social media push	Nathan + Paul	Week 22-24
Customer service setup	Nathan	Week 22
Weekly sales reporting	Paul	Ongoing

**Phase 6 Gate:** Successful launch, positive feedback, reorder trigger hit

## Brian Williams: Engineering Scope Summary

Your Role: Critical path owner for product development through RTM+6 months

### Key Deliverables:

- Complete SolidWorks CAD package
- Functional prototypes (V1, V2)
- Technical drawings for manufacturing
- DFM collaboration with manufacturer
- T1 sample validation
- Production quality support

### Compensation (per Agreement):

- Option A: 5% of net revenue for 5 years
- Option B: 5% of net revenue capped at \$175,000

## Budget Estimates (High-Level)

Category	Estimate	Notes
Tooling	\$15,000 - \$40,000	Depends on complexity
First Production (500 units)	\$35,000 - \$50,000	~\$70-100/unit
Trademark Filing	\$1,500 - \$3,000	With attorney
Licensing Fees	\$5,000 - \$15,000	CLC + school fees
Marketing Launch	\$5,000 - \$10,000	Initial campaign
E-commerce Setup	\$500 - \$1,000	Shopify + apps
TOTAL ESTIMATED	\$62,000 - \$119,000	Phase 1-6

## Success Metrics

Metric	Target	Measurement
RTM Date	Before August 2025	Calendar
Launch Inventory	500+ units	Inventory count
School Licenses	3-5 at launch	License count
Pre-launch Waitlist	1,000+ signups	Email list
Launch Week Sales	50+ units	Shopify
Customer Satisfaction	4.5+ stars	Reviews

## Immediate Next Steps (Next 2 Weeks)

### Paul:

- Finalize execution plan
- Set up project dashboard
- Schedule weekly sync
- Begin trademark search

### Brian:

- Review engineering timeline
- Begin/continue SolidWorks
- Identify design questions

### Ross:

- Begin manufacturer research
- Identify supplier contacts

**Nathan:**

- Review assigned tasks
- Set up communication channels

*"The best time to plant a tree was 20 years ago. The second best time is now."*

**Let's build something great.**