

# PopTop Execution Plan

## NPI to RTM: Aggressive Reset Roadmap v2.1

Version: 2.1

Target RTM: Sep 1, 2026 (Football Season)

Context: Aggressive 7-month timeline

Date: February 2026

Document Owner: Paul Giarrizzo

Previous: v2.0 (Feb 2025), v1.0 (Jan 2025)

### Team Roster & Responsibilities

Name	Role	Primary Responsibilities	Commitment
Paul Giarrizzo	Business Lead	Execution driver, biz dev, licensing, GTM	Lead
Alex Munn	Co-Founder / Equity	Strategic decisions, capital, TM/domain	Advisory
Ross Munn	Co-Founder / Equity	Manufacturing sourcing, suppliers	Part-time
Brian Williams	Engineer	SolidWorks CAD, prototyping, DFM	NPI to RTM+6mo
Nathan Childress	Operations	Task execution, social media	As assigned

**Critical Path:** Team Alignment (Feb 6) -> Design Freeze (Apr 24) -> CLC Submission (May 1) -> CLC Approval (6-12 wks) -> Production (Jul) -> Inventory (Aug 14) -> LAUNCH (Sep 1, 2026)

### Key Milestones

Milestone	Date
Reboot Call	Feb 6, 2026
Design Freeze	Apr 24, 2026
CLC Submission	May 1, 2026
CLC Approval (est.)	Jun 12 - Jul 24, 2026
Production Run Auth	Jul 31, 2026
Inventory at 3PL	Aug 14, 2026
Soft Launch	Aug 21, 2026

## Timeline Overview

Phase	Focus	Start	End	Duration
Phase 0	Reboot & Foundation	Feb 4	Feb 14	2 weeks
Phase 1	Design & Prototyping	Feb 9	Apr 24	10 weeks
Phase 2	Brand Identity & IP	Feb 6	Apr 3	8 wks (parallel)
Phase 3	Manufacturing & Supply	Apr 24	Jul 31	14 weeks
Phase 4	Licensing (CLC)	Feb 13	Aug 7	6-12 wks post-freeze
Phase 5	Go-To-Market Prep	Jun 19	Aug 28	10 weeks
Phase 6	Launch & Operations	Aug 7	Nov 30	Football season

## Phase 0: Reboot & Foundation (Feb 4 - 14, 2026)

**Owner:** Paul Giarrizzo | **Goal:** Team re-aligned, infrastructure live, trademark path clear

### 0.1 Team Realignment

Task	Owner	Target
Thursday standing call (reboot)	Paul	Feb 6
Confirm team commitment	Paul	Feb 13
Brian: sign royalty agreement	Paul + Brian	Feb 13
Alex: confirm capital for Phase 1-2	Paul + Alex	Feb 13
Contact Ross -- update & re-engage	Paul	Feb 8
Set up team communication channel	Nathan / Paul	Feb 13

### 0.2 Project Infrastructure

Task	Owner	Status	Target
Deploy Google Sheets Command Center	Paul	COMPLETE	Feb 4
Share dashboard + docs with team	Paul	Pending	Feb 8

### 0.3 Brand Protection

Task	Owner	Status	Target
USPTO trademark search	Paul	COMPLETE	Feb 3
Domain availability check	Paul	COMPLETE	Feb 3
Attorney trademark search	Jeff Johnson	COMPLETE	Apr 2025
Attorney recommendation: proceed	Jeff Johnson	COMPLETE	Apr 2025
Authorize Jeff to file TM (\$1,300)	Paul + Alex	DECISION NEEDED	Feb 6 call
Register domain	Alex	Pending	Feb 10
Secure social media handles	Nathan	Pending	Feb 17

**TRADEMARK UPDATE:** Jeff Johnson (IP Law USA) completed a professional federal search in April 2025. Found two potentially relevant marks ('Pop Top' Class 21 water bottles, 'Top Pop' Class 32 soft drinks) but **recommends proceeding** -- neither is a showstopper for beverage dispensers. Filing cost: **\$1,300** (1 class). Jeff's firm has been waiting for authorization since June 2025.  
**Decision needed on Feb 6 call.**

**Phase 0 Gate:** Team committed, dashboard live, standing call running, trademark path clear

## Phase 1: Design & Prototyping (Feb 9 - Apr 24, 2026)

**Owners:** Brian Williams + Paul Giarrizzo | **Goal:** Design freeze with validated, manufacturable prototype

### 1.1 CAD Design Completion

Task	Owner	Target
Review existing CAD files	Brian	Feb 13
Finalize V1 dimensions & capacity	Brian	Feb 27
Complete SolidWorks assembly	Brian	Mar 13
Design dispensing mechanism	Brian	Mar 20
Design modular branding panels	Brian	Mar 27
DFM review with Ross	Brian + Ross	Apr 3
Create technical drawings package	Brian	Apr 10

### 1.2 Prototyping

Task	Owner	Target
Print prototype V1 (3D printer)	Brian	Mar 20
Functional testing (pour, seal, clean)	Brian + Paul	Mar 27
Iterate based on testing	Brian	Apr 3
Print prototype V2 (refined)	Brian	Apr 10
Final validation testing	Team	Apr 17

**Phase 1 Gate:** Design freeze approval by all stakeholders -- **April 24, 2026**

## Phase 2: Brand Identity & IP (Feb 6 - Apr 3, 2026)

**Owner:** Paul Giarrizzo | **Goal:** Trademark filed, brand locked, digital presence secured

### 2.1 Trademark & Brand (REQUIRES ATTORNEY REVIEW)

Task	Owner	Target
Attorney search completed	Jeff Johnson	COMPLETE (Apr 2025)
Attorney recommendation: proceed	Jeff Johnson	COMPLETE
Authorize Jeff to file TM (\$1,300)	Paul + Alex	Feb 6 call

Trademark application filed	Jeff Johnson	Upon authorization
Register domain	Alex	Feb 10
Secure social media handles	Nathan	Feb 17
Logo design (3 concepts)	Paul	Mar 13
Logo selection & refinement	Team	Mar 20
Brand style guide	Paul	Mar 27

## 2.2 Legal Foundation

Task	Owner	Target
Brian royalty agreement signed	Paul + Brian	Feb 13
Entity formation (LLC)	Paul + Alex	Feb 27
Operating agreement	Paul + Alex	Mar 6
Patent strategy discussion	Paul + Attorney	Mar 13
Provisional patent decision	Team	Mar 20

**Phase 2 Gate:** Trademark filed, logo approved, brand guide complete, domain + socials live

## Phase 3: Manufacturing & Supply Chain (Apr 24 - Jul 31, 2026)

**Owners:** Ross Munn + Brian Williams | **Goal:** Manufacturer selected, T1 samples approved, production authorized

Task	Owner	Target
Identify 3-5 manufacturers	Ross	May 8
Send RFQ with tech drawings	Ross + Brian	May 15
Evaluate quotes & capabilities	Ross + Paul	May 29
Select primary manufacturer	Team	Jun 5
Negotiate terms & MOQ	Ross + Paul	Jun 12
Tooling deposit & kick-off	Paul (finance)	Jun 12
T1 samples (first article)	Brian + Ross	Jul 17
T1 approval / modifications	Brian	Jul 24
Production run authorization	Team	Jul 31
Packaging design + supplier	Paul + Ross	Jun 26 - Jul 10
3PL evaluation & contract	Paul	Jul 10 - Jul 17

**Phase 3 Gate:** T1 samples approved, production order confirmed -- **July 31, 2026**

## Phase 4: Licensing / CLC / Fanatics (Feb 13 - Aug 7, 2026)

**Owner:** Paul Giarrizzo | **CLC approval:** 6-12 weeks after submission with final design + working prototype

Task	Owner	Target
Research CLC application process	Paul	Mar 6
Prepare application materials	Paul	Apr 3
Submit CLC application (w/ proto + DFM)	Paul	May 1
CLC approval (6-12 wks from submission)	Paul	Jun 12 - Jul 24
Negotiate school licenses (3-5)	Paul	Jun 19 - Aug 7

## School Selection Strategy

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

**Phase 4 Gate:** CLC approval + at least 3 school licenses secured (target: Jul-Aug 2026)



## Phase 5: Go-To-Market Prep (Jun 19 - Aug 28, 2026)

**Owners:** Paul Giarrizzo + Nathan Childress

Task	Owner	Target
Shopify store setup	Paul	Jun 26
Email capture / waitlist page	Paul	Jun 26
Payment processing (Stripe)	Paul	Jul 3
Product photography	Paul	Jul 24
Product copy & descriptions	Paul	Jul 31
Social media content calendar	Paul + Nathan	Jul 31
Launch campaign strategy	Paul	Jul 31
Influencer outreach list	Nathan	Jul 31
PR / media list	Paul	Aug 7
Pre-launch email sequence	Paul	Aug 14
Waitlist goal: 1,000+ signups	Paul + Nathan	Aug 28

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

## Phase 6: Launch & Operations (Aug 7 - Nov 30, 2026)

**Owner:** Full Team | **Goal:** Successful launch for 2026 College Football season

Task	Owner	Target
Inventory received at 3PL	Ross + Paul	Aug 14
Final QC on first units	Brian	Aug 18
Soft launch (friends/family)	Paul	Aug 21
Collect feedback + fix issues	Team	Aug 25 - 28
Customer service setup	Nathan	Sep 1
PUBLIC LAUNCH	Paul	SEP 1, 2026
Social media launch push	Nathan + Paul	Sep 2026
Tailgate season marketing	Paul + Nathan	Sep - Nov 2026
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 (by Mar 13)
- Functional prototypes V1 + V2 (Mar 20 - Apr 10)
- Technical drawings for manufacturing (Apr 10)
- DFM collaboration with Ross (Apr 3)
- T1 sample validation (Jul 17-24)
- Production quality support
- Design iteration support post-launch

## Compensation (per Product Development & Royalty Agreement):

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

## Critical Risks

Risk	Probability	Impact	Mitigation
Team disengagement	Medium	Critical	Weekly calls, dashboard, clear ownership
CLC approval delays (>12 wks)	Low	High	Submit May 1 with complete package
Trademark conflict	Low-Med	Medium	Attorney reviewed, recommends proceeding
Tooling delays	Medium	High	Start RFQ at design freeze, buffer built in
Capital constraints	Medium	Medium	Phased spending, pre-orders
Design iteration overruns	Medium	Medium	Hard freeze Apr 24, rapid prototyping
Aggressive timeline slip	Medium	High	Weekly tracking, early escalation

## Budget Estimates

Category	Estimate	Phase
Trademark + Legal	\$4,000 - \$10,000	Phase 2
Tooling	\$15,000 - \$40,000	Phase 3
First Production (500 units)	\$35,000 - \$50,000	Phase 3

Licensing Fees (CLC + schools)	\$5,000 - \$15,000	Phase 4
E-commerce + Marketing	\$6,000 - \$11,000	Phase 5-6
TOTAL ESTIMATED	\$65,000 - \$126,000	Phases 0-6

### Phased Capital Needs:

Period	Amount	Purpose
Feb - Apr 2026	\$4K - \$10K	Trademark, legal, brand, patent
Apr - Jul 2026	\$50K - \$90K	Tooling, first production run
Jun - Aug 2026	\$5K - \$15K	Licensing fees
Jun - Sep 2026	\$6K - \$11K	E-commerce, marketing

## Success Metrics

Metric	Target	Measurement
RTM Date	Before Sep 1, 2026	Calendar
Launch Inventory	500+ units	Inventory count
School Licenses	3-5 at launch	License count
Pre-launch Waitlist	1,000+ signups	Email list
Launch Month Sales	100+ units	Shopify
Customer Satisfaction	4.5+ stars	Reviews
Football Season Sales	500+ units (Sep-Nov)	Shopify

## Immediate Next Steps (Next 2 Weeks)

### Paul:

- Authorize Jeff Johnson to file trademark (\$1,300) -- if agreed on call
- Share dashboard + execution plan with team
- Schedule recurring Wednesday call (starting Feb 11)
- Contact Ross separately by Feb 8
- Begin CLC application research

### Brian:

- Review existing CAD files by Feb 13
- Confirm engineering timeline for Apr 24 design freeze
- Sign Product Development & Royalty Agreement

### Alex:

- Register best available domain (drinkpoptop.com / getpoptop.com)
- Confirm capital availability for Phases 1-2

### Ross:

- Begin manufacturer research (to be ready at design freeze)
- Identify supplier network contacts

### Nathan:

- Set up team communication channel
- Secure social media handles

**Document Status:** v2.1 ACTIVE | **Next Review:** Feb 6, 2026 (kickoff) then Wednesdays

*Version History:*

v1.0 (Jan 2025): Original plan, Summer 2025 target

v2.0 (Feb 2025): Reset with Summer 2026 target, added Phase 0, 44-week CLC timeline

v2.1 (Feb 2026): Aggressive reset -- all 2026 dates, CLC 6-12 wks post-design freeze, Sep 1 launch