

MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
<ul style="list-style-type: none">• Pondenome founded• Initial promotion• Team forming• Team tools set-up		<ul style="list-style-type: none">• Launch of Indiegogo campaign• Other capital raising (e.g. Finnish startup funding sources)• Market research• Decide MVP features• Decide on initial architecture and software stack• Design architecture• Write core user stories• Mock-up core user flows, including:<ul style="list-style-type: none">1.Sign-up2.Add friend3.Post message4.View feed		<ul style="list-style-type: none">• Implement minimal functional prototype• Refine feature• Conduct market research• Decide MVP features• Decide on initial architecture and software stack• Design architecture• Mock-up tier two features		<ul style="list-style-type: none">• Implement and test core features• Perform load tests to measure scalability• Refine architecture as needed• Mock-up tier three features		<ul style="list-style-type: none">• Soft launch• Refine and extend features as needed• Mock-up tier four features		<ul style="list-style-type: none">• Beta launch• Refine and extend features as needed	