**Initial Project Start Road Map for the Mobile Network development**

1. Create a line item list of all the features that are currently in the software platform that we are currently cloning. This will require another walk through the systems shown, more complete than the overview, with the team in India. It will also require a review of every section so we will need to create publisher accounts. We need 2 meetings for this with you. The meetings need to be at 9:00 PM this coming Tuesday and Thursday.

2. We will need to do a comparative between the several applications to decide how we are going to make each section more enhanced and unique. This is extremely important so that we do not create just a clone. After the overview as explained above. We will work one major section at a time to make sure that we cover them all.

3. Once this overview is done we will detail out every one of these features of the new technology we are planning to develop and set time frames for each of them over the expected development period. This will be done by the Chief Engineer, Debasish Kar, Project Manager Suman Chowdury and myself. This will be the master contextual software model and we will use this to score the project and decide what sections have to be developed first second etc.

4. During this same period we will develop a separate document for all of the SDKs and any other API required documentation. We will gather all of the documentation that is required and get it all into a project so we can discuss and make sure we are not missing anything. (You have sent some great material that my guys are eating up, please send more if you are able.)

5. We will research simulators for each of the main operating systems that we will be developing the ad serving technology for including standard installable applications and all mobile browsers. We need to get a list of simulators to test on or we may have to acquire actual phones to use for testing. This is yet to be known.

6. We will create flow charts of exactly what each of the users will be doing from sign up to full service client to go along with the contextual software model to make sure that we are all on the same page.

7. We will begin full development (the framework will be started on within the first week, a lot of it will be preliminaries) We expect to reach this point by the end of the second full week if not sooner dependent on planning.

8. Every week we will produce a full project and development report which will define everything that is being done incrementally by the team. Along with this we will work to maintain and adjust deadlines on a weekly basis to keep things transparent and moving forward.