1. Timeline

Soulstone Project Timeline

Status: Final Version: v1.0 Last Updated: 2023-10-14

Overview

This timeline is derived from `project.md`. It uses Indian fiscal quarters (FY; Apr–Mar) and India date format `dd-mm-yyyy`. Mapping to project "Year" notation: Year 1 = FY25 (Apr 2024–Mar 2025); Year 2 = FY26 (Apr 2025–Mar 2026).

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Conventions

- Q3 FY24: 01-10-2023 to 31-12-2023

- Q4 FY24: 01-01-2024 to 31-03-2024

- Q1 FY25: 01-04-2024 to 30-06-2024

- Q2 FY25: 01-07-2024 to 30-09-2024

- Q3 FY25: 01-10-2024 to 31-12-2024

- Q4 FY25: 01-01-2025 to 31-03-2025

- Q1 FY26: 01-04-2025 to 30-06-2025

Timeline

Q3 FY24 (Oct - Dec)

Task	Description	Start	End	Owners
Legal prep & IP audit	Engage counsel to audit IP, complete class selection and clearance searches, and prepare documentation/templates for timely filings; establish compliance checklists and SLA timelines.	01-10-2023	31-12-2023	Finance & Legal
Partner discovery	Map priority yoga studios, healers, and creators; build outreach lists, run intro calls, and qualify partners for co-created content and launch support.	01-10-2023	31-12-2023	Brand & Growth
Brand system (initial)	Define core brand identity (logo, palette, typography, tone) and produce initial templates for web, social, and packaging to ensure consistent go-to-market visuals.	01-10-2023	31-12-2023	Product & Design; Brand & Growth
Analytics taxonomy (draft)	Draft event names, properties, and identifiers across web/app/server; align to KPIs and governance; scope initial dashboards and validation plan.	01-10-2023	31-12-2023	Data & Analytics; Product & Design

Q4 FY24 (Jan - Mar)

Task	Description	Start	End	Owners
Company setup & registrations	Complete LLP incorporation, PAN/TAN, and GST registration; set up compliance calendars and statutory accounts.	01-01-2024	31-03-2024	Finance & Legal
Trademarks filing	File applications for word mark, logomark, and tagline in relevant classes; start watch service and docketing.	01-01-2024	31-03-2024	Finance & Legal
MVP scope lock	Finalize MVP feature list, acceptance criteria, and delivery plan with tech/design; freeze scope for build.	01-01-2024	31-03-2024	Product & Design; Engineering; Founders
Design system v1	Approve design tokens, components, and usage guidelines; integrate into web/app repositories for consistent UI.	01-01-2024	31-03-2024	Product & Design; Engineering
Supplier shortlist	Shortlist suppliers with QA/ethics checks; negotiate MOQs and SLAs; prepare onboarding docs.	01-01-2024	31-03-2024	Operations & Sourcing
Creator pipeline seeded	Identify top creators; align on content formats and schedules; draft briefs for launch.	01-01-2024	31-03-2024	Brand & Growth
Hiring (per plan)	Run hiring for core roles (engineering, mobile, designer, PM, CX lead) with structured panels and SLAs.	01-01-2024	31-03-2024	People & Culture; Founders

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Task	Description	Start	End	Owners
Engineering foundations & scaffolding	Monorepo, CI/CD, Docker, IaC baseline; Express/TS API scaffold with error handling and auth; Prisma schema/migrations/seed; Next.js app shell; RN bootstrap; analytics SDK wrappers.	01-01-2024	31-03-2024	Engineering; DevOps; Product & Design

Q1 FY25 (Apr - Jun)

Task	Description	Start	End	Owners
MVP launch (web + app)	Ship core e-commerce and storytelling flows with secure checkout, performance budgets, and basic observability.	01-04-2024	30-06-2024	Engineering; Product & Design
Catalog readiness	List 100+ SKUs with verified content, pricing, images, and inventory; enable search, collections, and PDP depth.	01-04-2024	30-06-2024	Operations & Sourcing; Customer Experience (CX)
Payments go-live	Integrate Razorpay/Stripe with retry flows and reporting; meet checkout success thresholds and compliance.	01-04-2024	30-06-2024	Engineering; Finance & Legal
Learn hub v1	Publish education-first content hub with guides and tutorials; connect to SEO and in-app surfaces.	01-04-2024	30-06-2024	Brand & Growth; Product & Design
Analytics dashboards	Implement event taxonomy end-to-end; stand up funnel/commerce dashboards with alerting for key SLOs.	01-04-2024	30-06-2024	Data & Analytics; Engineering

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Task	Description	Start	End	Owners
Partners activated	Onboard and activate first 10 wellness partners with co-created content and tracked attribution.	01-04-2024	30-06-2024	Brand & Growth
Pre-launch compliance	Complete policy reviews and risk checks prior to launch; confirm readiness for audits.	01-04-2024	30-06-2024	Finance & Legal
Mobile app store readiness	Complete device matrix QA, store assets/metadata, signing, and staged rollouts per platform guidelines; MVP scope: browse/auth/cart; staged beta.	01-04-2024	30-06-2024	Engineering; Product & Design
Infra & deployment	Configure AWS hosting, CI/CD, monitoring, and runbooks with autoscaling and security baselines.	01-04-2024	30-06-2024	Engineering
Admin minimal (Ops tooling)	Minimal admin for price/inventory edits and order view; basic refunds export and RBAC scaffold.	01-04-2024	30-06-2024	Engineering; Product & Design
QA & launch readiness	E2E smoke tests (browse→PDP→cart→checkout), load/perf tests, accessibility baseline; go■live checklist.	01-04-2024	30-06-2024	QA; Engineering; Product & Design

Q2 FY25 (Jul - Sep)

Task	Description	Start	End	Owners
Subscriptions v1	Launch subscription box with plan management, billing, and fulfillment workflows; track churn and retention metrics.	01-07-2024	30-09-2024	Engineering; Product & Design; Brand & Growth

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Task	Description	Start	End	Owners
Loyalty & referrals	Ship loyalty tiers and referral incentives with fraud controls and attribution.	01-07-2024	30-09-2024	Engineering; Brand & Growth
Reviews & UGC v1	Verified reviews with moderation; media uploads via presigned URLs; anti■spam and rate limiting.	01-07-2024	30-09-2024	Engineering; Product & Design; Customer Experience (CX)
Search improvements	Typeahead with synonyms and fuzzy match; recent searches and zero■result handling.	01-07-2024	30-09-2024	Data & Analytics; Engineering
Mobile checkout parity & push	Achieve checkout parity on mobile; implement push notifications and deep links.	01-07-2024	30-09-2024	Engineering; Product & Design
Tier-2 expansion	Expand paid/owned channels into Tier-2 cities; localize creatives and scale logistics coverage.	01-07-2024	30-09-2024	Brand & Growth; Operations & Sourcing; Customer Experience (CX)
Partner growth	Grow to 25 active partners with campaign calendars and performance tracking.	01-07-2024	30-09-2024	Brand & Growth
Efficiency targets	Maintain CAC ≤ ■500 and repeat ≥ 25% via marketing mix optimization and lifecycle programs.	01-07-2024	30-09-2024	Data & Analytics; Brand & Growth

Timeline

Task	Description	Start	End	Owners
Legal cadence	Progress trademark examination/publication and maintain MCA filing cadence.	01-07-2024	30-09-2024	Finance & Legal
Hiring (per plan)	Fill content lead and supply/inventory roles; onboard with 30/60/90 plans.	01-07-2024	30-09-2024	People & Culture

Q3 FY25 (Oct - Dec)

Task	Description	Start	End	Owners
Influencer marketplace pilot	Pilot creator marketplace with listings, brief management, and tracked deliverables/attribution.	01-10-2024	31-12-2024	Engineering; Product & Design; Brand & Growth
Partner growth	Scale to 40+ partners with improved partner NPS and revenue share tracking.	01-10-2024	31-12-2024	Brand & Growth
Profitability signals	Achieve contribution-margin-positive cohorts through pricing, mix, and efficiency improvements.	01-10-2024	31-12-2024	Finance & Legal; Data & Analytics
SEO pillar pages	Publish pillar pages and internal linking; measure rankings, CTR, and conversions.	01-10-2024	31-12-2024	Brand & Growth; Product & Design

Timeline

Task	Description	Start	End	Owners
Phase 2 features	Enhance subscriptions and marketplace features; reviews enhancements; risk/fraud scoring hooks based on user feedback and performance data.	01-10-2024	31-12-2024	Engineering; Product & Design
Legal progression	Prepare registration finalization and set trademark renewal calendars.	01-10-2024	31-12-2024	Finance & Legal
Hiring (per plan)	Hire data analyst, additional CX, and vendor manager roles.	01-10-2024	31-12-2024	People & Culture
Admin workflows	Promotions/coupons, bulk uploads, reservations, returns approvals; RBAC and audit logs for admin actions.	01-10-2024	31-12-2024	Engineering; Product & Design
Security & DR hardening	Pen■test remediations, WAF tuning, DR drill, and cost guardrails; update runbooks and alerts.	01-10-2024	31-12-2024	Engineering; DevOps

Q4 FY25 (Jan - Mar)

Task	Description	Start	End	Owners
Partner milestone	Reach 50 active partners with steady contribution to revenue and content.	01-01-2025	31-03-2025	Brand & Growth

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Task	Description	Start	End	Owners
Compliance maturity	Mature compliance reporting and cadence across corporate and tax obligations.	01-01-2025	31-03-2025	Finance & Legal
Community/gamification (build)	Design and implement community forums and gamification systems ahead of Phase 3 launch.	01-01-2025	31-03-2025	Engineering; Product & Design
Notifications & i18n scaffolding	Notifications center and i18n scaffolding across services; moderation tools for community.	01-01-2025	31-03-2025	Engineering; Product & Design
Catalog scale-up	Expand toward 250 SKUs with quality checks, photography, and inventory accuracy.	01-01-2025	31-03-2025	Operations & Sourcing

Q1 FY26 (Apr - Jun)

Timeline

Task	Description	Start	End	Owners
Phase 3 launch	Launch community forums and gamification v1 with moderation, notifications, and onboarding flows.	01-04-2025	30-06-2025	Engineering; Product & Design; Customer Experience (CX)
International shipping pilot	Pilot cross-border logistics with select SKUs; validate duties, SLAs, and CX.	01-04-2025	30-06-2025	Operations & Sourcing; Finance & Legal; Customer Experience (CX)
Catalog milestone	Reach 250 SKUs with balanced assortment and updated merchandising.	01-04-2025	30-06-2025	Operations & Sourcing
Legal wrap-up	Complete trademark registrations in the window and finalize renewal tracking.	01-04-2025	30-06-2025	Finance & Legal
Multi■region readiness	Read replica plan, disaster recovery validation, and incident automation improvements.	01-04-2025	30-06-2025	Engineering; DevOps

Notes: - Dates follow dd-mm-yyyy. Owners are functional teams per Project.md Section 7.1.

Software Development Timeline (Engineering Track)

Assumptions - 2-week sprints; rolling weekly deploys for web, bi-weekly for app. - Team: 3 full■stack, 1 mobile (RN), 1 QA, 1 DevOps (ref. Project.md 7.1). - Scope aligns with MVP "must■have" in Project.md 6.1 and Business Requirements Feature 6–10, 14. - Security, performance, and analytics are treated as first■class and run in parallel.

Q1 2024 — Foundations - Infra/DevOps: Monorepo + CI/CD, Docker, basic IaC, env management, observability baseline. - Backend/API: Express TS scaffold, error model, DTO validation, auth (signup/login/refresh), rate limiting. - Data: Prisma schema for Users/Products/Orders/Cart; initial migrations and seed data. - Web: Next.js app shell, routing, design tokens, core layout/header/cart icon. - Mobile: RN bootstrap, navigation, theming, crash/perf SDKs; store listing prep. - Security: Secret scanning, dependency checks, headers/CSP baseline; privacy policy drafts. - Analytics: Event taxonomy finalization; SDK wrappers; basic dashboards skeleton.

Q1 FY25 — MVP (Launch) - Backend/API: Catalog (PLP/PDP), Cart/Pricing, Address & Shipping, Orders lifecycle (created/paid), Payments intents + webhooks. - Web: PLP, PDP, Cart, Checkout, Account (orders/addresses); performance budgets; SEO basics. - Mobile: Read■only browse/PDP, auth, cart; staged beta via internal tracks. - Admin (minimal): Price/inventory edits, order view, simple refunds export. - DevOps: Blue/green deploys, alarms, runbooks; WAF/rate limits; backups and restores tested. - QA: E2E smoke for browse→PDP→cart→checkout; load test of hot paths; accessibility baseline. - Analytics: Purchase funnels, error/latency monitors; KPI dashboards live.

Q2 FY25 — Retention & Scale - Backend/API: Subscriptions v1, referrals/loyalty, reviews & UGC with moderation, search synonyms/fuzzy. - Web: Subscriptions flows, loyalty UI, reviews; performance tuning and CWV hardening. - Mobile: Cart/checkout parity; push notifications and deep links. - Admin: Promotions/coupons, bulk uploads, basic RBAC and audit. - Data: ETL to warehouse (dbt v1), retention cohorts; alerting on CR dips and payment failures. - SRE: Synthetic checks, error budget policy; capacity tuning.

Q3 FY25 — Scale Features - Backend/API: Influencer marketplace pilot endpoints; feature hardening; fraud/risk scoring hooks. - Web/Mobile: Creator marketplace UI pilot; SEO pillar pages; reviews enhancements. - Admin: Catalog workflows (bulk adjust, reservations), returns approvals. - SRE/Sec: Pen■test remediations, WAF tuning; DR drill; cost guardrails.

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Q4 FY25 — Community & Intl Prep - Backend/API: Forums/gamification services; notifications center; i18n scaffolding. - Web/Mobile: Community v1 UX; moderation tools; performance budgets maintained. - Data: Community engagement dashboards; A/B infra for experiments. - Ops: Tax/GST reports hardening; returns/RMA refinements.

Q1 FY26 — Launch Community & Intl Pilot - Community launch with moderation workflows and notifications. - International shipping pilot plumbing; duties/taxes & address validation. - Multi■region readiness (read replica plan), improved incident automation.

MVP Critical Path (Q4 FY24 → Q1 FY25)

- Gate A (Q4 FY24 W4): CI/CD, envs, schema baseline, auth ready.

- Gate B (Q1 FY25 W4): Checkout with payments + webhooks stabilized; Admin minimal live.

- Gate C (Q1 FY25 W6): Perf (P75 < 2.0s web), crash■free > 99.5% (app beta), security checklist.

- Gate D (Q1 FY25 W8–10): Beta + bug bash + staged rollout; go■live.

Risks & Mitigations

- Payments onboarding/approvals can slip 2–3 weeks → start early; sandbox parity and fallbacks.

- App store review variability → keep web primary for Day■0, app staged beta.

- Subscriptions/loyalty complexity → isolate as Q3 feature flags; defer if MVP dates at risk.

- Admin scope creep → enforce "minimal ops" for MVP; expand in Q3.

Version History

Timeline

- v1.0 (2023-10-14) — Finalized timeline to match project.md: added status/version header, anchors and TOC, and aligned critical path and risks.