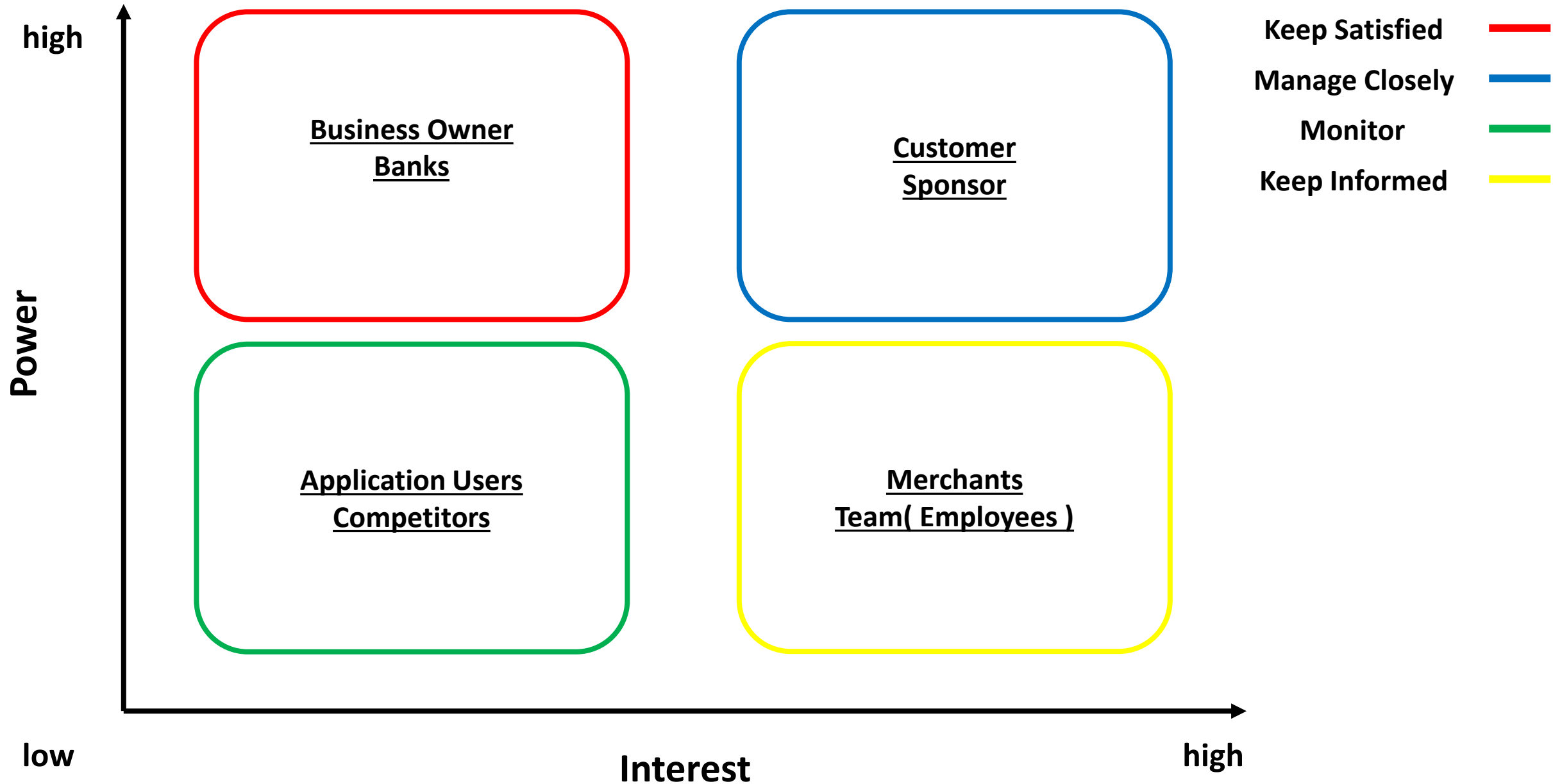


Stakeholder Analysis



Stakeholder Engagement Assessment Matrix

C : Current

D : Desired

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Business Owner	C			D	
Customer			C	D	
Sponsor			C	D	
Merchants	C				D
App Users	C		D		
Team (Employees)			C	D	
Competitors		C	D		
Banks	C			D	

Communications Management Plan

Message/Purpose	Responsibility	Audience	Medium	Contents	Frequency/Timing
Project / work environment	PM	Business Owner	Email	Customer satisfaction , Recourses	Monthly
Project Status	PM	Customer	Meeting	Demo , Risks , Ask	Bi-weekly
Offers / Network expansion	PM	Merchants	Meeting	Offers , Plans , Users	Weekly
Project Review	All Employees	Team	Meeting	Project Status , Stand up Meeting	Daily
Services / Features	PM	Competitors	Meeting	Collaboration	Monthly
Offers / Users	PM	Banks	Meeting	Offers , Users	Bi-weekly