Task name	Duration (Weeks)	Owner	Month	1 Mo	nth 2	Month 3	Month 4	4 Mont	th 5 M	lonth 6	Month 7	Month 8	8 Month	9 Month	10 Mont	h 11 Mc	onth 12	Month 13	Month 1	.4 Month
			Week		eek	Week	Week	Wee		Week	Week	Week	Week	Week			Week	Week	Week	Wee
Project Initiation	10		1 2 3	4 5 6	7 8	9 10 11 1.	2 13 14 15	16 17 18 .	19 20 21 .	22 23 24	25 26 27 2	8 29 30 31	32 33 34 35	36 37 38 3	9 40 41 42 4	43 44 45 4	16 47 48	49 50 51 5	2 53 54 55	56 57 58 5
Market Research	2	Marketing																		
	2	Management																		
Determine Scope & Consolidate Findings	1	& Legal																		
<u>Milestone:</u> Development Of Business Plan	2	Management		_																
Keynote Prototype Creation for Fund Pitching	2	Management		→																
Pitching Keynote for Funding	3	Management		_																
esource Planning & Procurement	10																			
Milestone: Secured Funding		Management																		
Project Team Hiring & Training	2	HR																		
Software & Technology Procurement	3	IT																		
Project Budget Development	2	Finance																		
Development & Finalisation of Project Plan	3	Management																		
Application / Technological Development	20																			
Milestone: Project Kick-Off Meeting		Management Management																		
Identification & Validation of User Requirements	3	Management																		
UI / UX System Design	3	External																		
Backend Software Design & Development	3	External																		
Software Debugging & Database Development	2	External																		
Usability Testing		IT & External																		
Milestone: Usability Testing Complete		IT & External											<u> </u>							
																				
Finalising iOS Application	2	External											—							
Finalising Android Application	2	External																		
Coordination of Customer Onboarding with CDT	1	Management																		
<u>Milestone:</u> Go-Live of MVPs in App Marketplace		IT & External												<u> </u>						
Continous App Development & Enhancement	2	External																		
Commercial Development	15																			
Milestone: Project Kick-Off Meeting		Management													-					
Identification of Aspired Commercial Partnerships	2	Customer Relations													_					
Direct B2B Marketing	3	Marketing																		
Commercial Partnership Development (Pitching)	3	Management																		
Social Media Campaign Targeting Early Adopters	2	Marketing																		
Influencer Marketing Targeting	2	Marketing																		
<u>Milestone:</u> First Customer Sign-Up		IT																	♦	
Customer Onboarding	2	IT																		
Launching of Communciations	1	Customer																		
nitial Project Closeout	5	Relations																		
Financial / Process Audit	3	Finance &																		
Milestone: Project Retrospective Documentary	_	Management Management																		
Troject Neurospective Documentary																				
Audit of Project Release Quality		Quality																	l l	