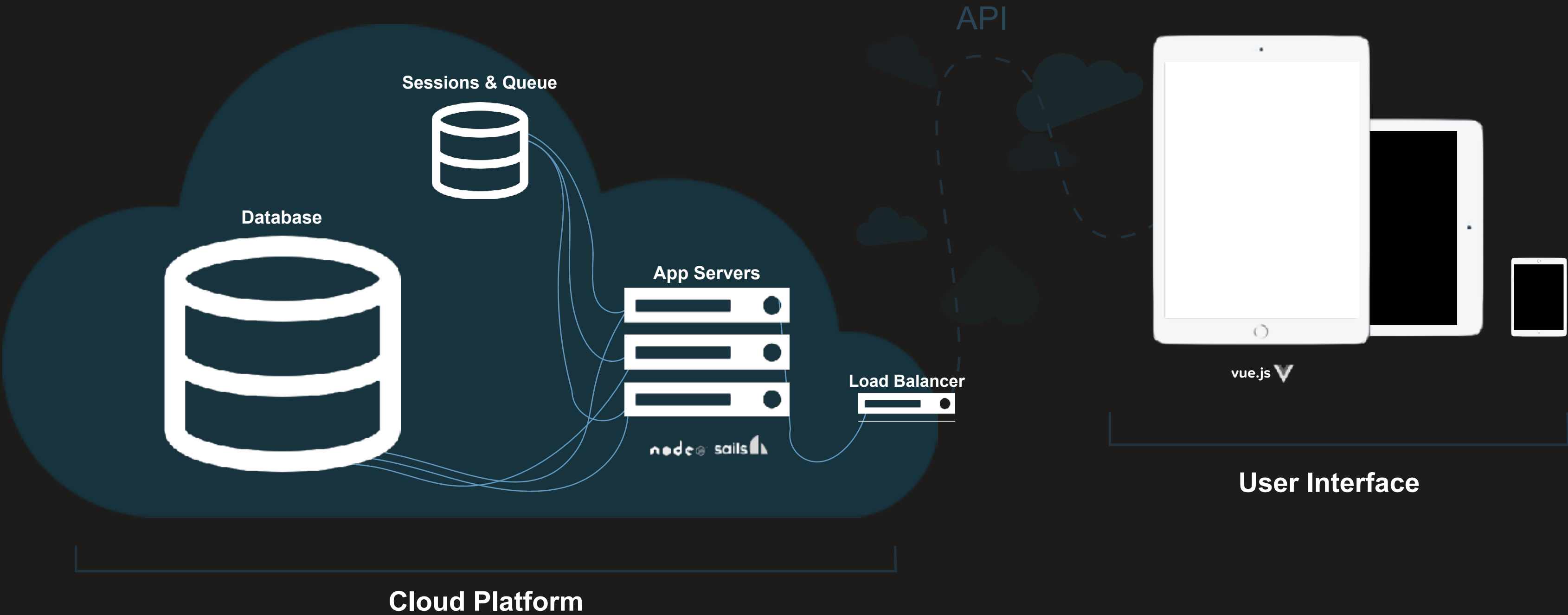# Pre-Launch Resources

The next few slides contain various resources we provide to our customers. It also includes a checklist of some non-technical things to consider before launching a digital product in production. At Sails Co., we go over all these topics with our customers prior to launch.

Feel free to use it on your own projects.

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Terms of Service
Privacy Policy

-

Software Licenses Audit
PRIIA (IP) Agreements

-

Registered Trademark(s)
Pending Patent(s)

-

For Startups:
Shareholder Agreements
Board Consent

For Startups:

Wildcard SSL Certificate (e.g. Cloudflare)
DNS (e.g. Cloudflare)
Registrar (e.g. iwantmyname)

-

Host (e.g. Heroku)

-

Automated Emails
(e.g. Mailgun or SES, etc)

-

Subscriptions / Payments

Domain(s)

-

Twitter
Facebook

-

GitHub

-

LinkedIn
Pinterest

-

For Startups:
Angel List
Crunchbase

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What are the goals of this project?
Is the current team taking it all the way through launch?
If not, what are your milestones for this phase?

Will this be more of a prototype / sales demo?
Or are we shooting for more?
Will this be a minimally viable product (MVP)?
If so, how will you test it with real users?
Will they pay?

Is this a deployment with a built-in user base?
How many are there? And is there an SLA in place?
Is the launch universal? Or will there be a test market?

-

Are we shooting for a minimally viable product (MVP)?
How will you test it with real users? Will they pay?

When is the public launch?
Will there be a testing period first?
Which stakeholders, friends & family will be invited?

Have you thought about a public / private beta?

Who will the first user be?
Will they pay?

-

Who will the fourth user be?
Why do you think they'll sign up?
Any reason they might not?

-

Who will the 8th user be?
Who will the 16th user be?
Who will the 200th user be?
Who will the 1,000th user be?
Reckon they'll pay?
Any reason they might not?

-

Who will the millionth user be?
Will they pay? If not, how are you
paying for infrastructure?

How is this project being funded now?
Are we taking it all the way through launch?
If not, what are the milestones for this phase?
And when is the next phase? Is it funded?

Who will take over the project after Sails Co?
The next day after this phase ends?
What about the week after? In 6 months?

-

Who will fix bugs and make adjustments based on
lessons learned from early adopters?
What about future improvements?

Do you have an internal development team?
Will they need ongoing support from us?
Do you have/need Sails Flagship or some other plan
for ongoing professional support?

Who's responsible for keeping an eye out for any
future security vulnerability disclosures in your
dependencies? (e.g. OpenSSL)

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MARKETING

Product Hunt
Reddit
Hacker News

-

Blogs
Press
Interviews
Talks

Social Media
Comment Sections / Hacks
Local (e.g. radio)

-

Adwords
Display ads

TECHNICAL / OPS

Commonly-missed things:
"www" Redirect
HTTPS Redirect
Secure Cookies

Strategies for...
DB Migrations
Ongoing Deployments
Pre-Production QA
Post-Production Bug Fixes

DevOps:
Infrastructure (Staging, Prod.)
Production Configuration
Node/NPM Version In Prod.?

Security, Performance, Scalability, Compliance:
Measure Req. Latency
Load/DDOS Test
Security Audit (XSS, CSRF, DDOS)
Compliance (PCI, HIPAA)

Stability:
Dependencies (NPM lockfile)
HA/Multi-Region?

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Kickoff Worksheet
(things to double-check before you go live)

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KICKOFF WORKSHEET

CREDENTIALS / KEYS

DNS?
SSL certs?
3rd party platforms?

SETUP FOR OTHER ACCOUNTS:

```
  REGISTRAR:  DNSimple
  DNS HOST:   Cloudflare (chatkin)
  SSL C.A.:   DNSimple
  CLOUD HOST: Heroku
```

DOMAINS

- chatkin.com
-

SSL CERTIFICATES

- *.chatkin.com
-

EMAIL ADDRESSES

- support@chatkin.com
- legal@chatkin.com
-
-
-
-

3RD PARTY PLATFORM SETUP

Mailgun
Stripe
Twillio

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KICKOFF WORKSHEET

HIRES

LEGAL / CORPORATE

SOCIAL MEDIA ACCOUNTS

twitter.com/_____

facebook.com/_____

linkedin.com/company/_____

angel.co/_____

crunchbase.com/organization/_____

github.com/_____

pinterest.com/_____

OTHER ACCOUNTS

```
    MAILBOXES: GSuite (f.k.a. Google Apps) -- chatkin.com
   HELP DESK: Just email for now (eventually Zendesk?)
        CHAT: Slack (chatkinhq)
CODE HOSTING: .git repos on GitHub (chatkinhq)
AUTO-TEST (CI): Manual for now (eventually Travis CI?)
```

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KICKOFF WORKSHEET

DEPLOYMENT BRAINSTORM

Staging versus production?
What subdomain will staging live on?
For any native apps, what will be necessary to deploy to Apple's App Store or Google Play?

LAUNCH BRAINSTORM

Picture that you are 24 hours away from launching this product. What hasn't been done? What non-technical challenges are still looming?
Is there work that that needs to start now in order to be ready for when that moment comes?

MISCELLANEOUS NOTES

What email address will receive support emails from the contact form?
What email address should be the billing contact for Stripe?
What is the legal business entity name for the Terms of Service, Privacy Policy, and for use in the Stripe dashboard?
What is the legal business address?
Should there be a phone number for billing questions in Stripe? (It will appear on customer receipts.)

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