Preparation while learning how to build website:

* Business Plan
* Logo Design
* Timeline
* Fund Raising (Personal and Family)
  + $5,000 now
  + Take $5,000 from my tax return
  + Work over twice $$6,800
  + Credit Cards & Paypal – $7,150
  + Selling Harley - $12,500-$14,000
* Establish the name, vision, mission statement
* Generate contacts lists in launch cities of contractors and companies
* Identify blogs that post in this industry and contact them a month away from alpha testing
* Identify and compile a list of Micro VC’s who may be interested in investing
  + Contact them to establish a relationship a few months away from fund raising
    - After beta testing (roughly around the same time as launch)
* Start writing blog posts for the website (We want at least 10 entries for Launch)

Website construction:

* Eliminate any and all distractions and lock myself inside to build the website
* Develop a Use Case list and complete MVP outline of the website
* Product vision for future established for the following year after launch
  + Primarily for direction and the Investors
* Business cards and Window Stickers (me, Kelsey, James, Johnny)
  + Brochures
* Compile a list of events to attend
  + Home Owners association
  + Contractors public meetings
  + Find more meetings in industry
* Get legal documents wrote – User Agreements, Liability Agreements, etc.

During Alpha Testing (Dec 15 – Jan 1)

* Get 20 people to test the product for me.
* Observe feedback and make corrections to errors/bugs
* Launch a private ad locally and on my facebook for beta testers
  + Reach out to blog posters for beta testing and informed them of the beta launch date

During Beta Testing (Jan 10 – Feb 15)

* Start contacting contractors and encourage them to sign up
  + Focus cities
    - Little Rock
    - Fort Smith
    - Arkadelphia
    - Texarkana
    - Memphis
    - Dallas
    - Oklahoma City
    - Nashville
    - Jackson, TN & MS
    - St. Louis, MO
    - Tulsa
    - Chicago
    - Shreveport, LS
* Inform contractors of official launch so that they’re prepared for when customers start coming in
* Get Tara to develop ads for me to focus on target audience in those markets
* Record 5 videos for YouTube and Facebook as Commercials
* Attend several public meetings to inform contractors and homeowners of BidWork.
* Get all promotional materials completed
* Reach out to investors and blogs as well as industry influencers of our launch
* Schedule Launch for March 15

Initial MVP Launch (March 15)