

SocialApp Hero Project Outline (MVP)

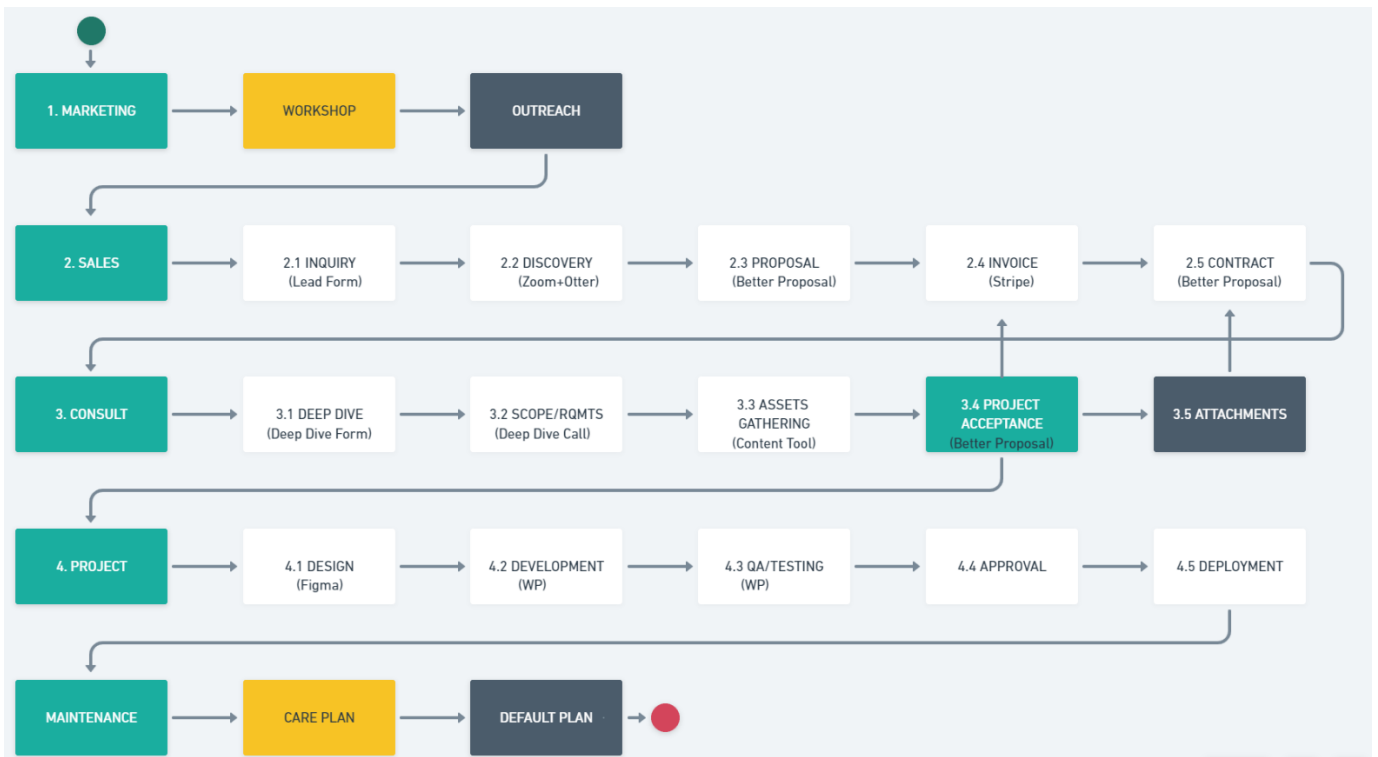
Objective: This is to document the breakdown of all the departments and activities that we shall go through to realize our goal of establishing SocialApphero as an agency that delivers a membership development platform for coaches and consultants that wants to own their data and build a community.

In order to accept more clients, we should be able to build a repeatable structure in place for our internal communication, establish familiarity with the technology we use, processes, and documentation we need when engaging with clients.

Where we are right now

1. **Website** <https://benest.co> and Full Tech Stack
2. **Team Members**
 - a. Ben Esteban - Lead Developer
 - b. Frederico Texeira - Freelance Frontend Developer
 - c. Sam Barcelos - Designer
 - d. Christine Van Tonder - Copywriter
 - e. Mary Grace Ynot - Project Manager
3. **Projects**
 - a. Active projects
 - a.1 PreKure
 - a.2 Larry Hagner
 - b. Leads
4. **Marketing**
 - a. Workshop
 - b. Facebook Group

Where we want to be



What we need to get there

Status	URL	Department	What
		Marketing	SMM Content/Strategy
for waiting			Website Copy
for review of Pauline to DC recordings		Sales	Pre-Discovery Questionnaire
Good			Discovery Script + Deck
Good			Proposal Template
Good			Invoice template
No Contract. The proposal serves as the contract.			Approved Contract Template
Next review		Consulting/SAH	Deep Dive Questionnaire
ok			Checklist of Requirements base need (Pre-written/template)

ok			Content gathering tool/process
ok		Project Acceptance Document (Template)	Clarity of deliverables/setting exp
ok		Project Development	Design Checklist (Default pages, etc.)
ok		Development Checklist (Plugins, QA, Reusable Structure)	Standardized process/repeatable
Next action		QA Checklist	Standardized process/repeatable
Next action		Testing Process +Test Plan	Standardized process/repeatable
ok		Approval (Acceptance Document)	Clarity of deliverables/setting exp
next action		Deployment Process + Checklist	Standardized process/repeatable
ok		Maintenance	Care Plan Contract

ok with the contract/documentation. Oks. Manual. & Hosting plan.		Maintenance Monitoring Setup (Manual/Automate)	Standardized process/repeatable

High-Level Timeline

Department	Estimated Start Date	Estimated Completion Date
Marketing		November 2021 (Launch)
Sales	August 09, 2021	August 13, 2021
Consulting	August 16, 2021	August 20, 2021
Project Development	August 23, 2021	September 03, 2021
Maintenance	September 06, 2021	September 10, 2021
Team Development	Next...	

Assumptions

1. The agency will start with the basic structure for the launch, complex automation will not be implemented at the early stage
2. The structure will be based on the performed activities to the active client - PreKure
3. Tools that will help improve and quicken the process will be implemented
4. Processes will be kept as simple as possible
5. Active documentation of all activities, experience and feedback shall guide the next iteration and improvements

Next Plan of Action:

Marketing

1. Clarity of messaging for the marketing
2. Specific Market (for repeatability/Assets Required)

3. Workshop
4. Clarity on overall business direction
5. The cohesion of all the strategies
6. The setting of metrics and monetary goals (measurable)