

Start-up Schedule

2002
Sep Oct Nov Dec

25 26 27 28

Complete Initial Business Plan				
Raise Stage 1 Investment Capital				
Raise Stage 2 Investment Capital				
Complete Company Entity Filings				
Web Site Development Effort				
Stage 1				
Develop Prototype				
Develop Beta Version				
Test Beta Version, Arizona				
Stage 2				
System Integration Testing				
Site Launch Test				
Site Launch				
Updates as needed				
Staff Recruitment				
Stage 1				
CIO				
CFO				
Web Development				
Stage 2				
Marketing Director				
Sales Force Director				
Web Development				
Sales Force (30)				

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Operations:				
Stage 1:				
Use existing office, Paul Robb				
Purchase Capital Equipment				
Stage 2:				
New Office Search				
Sign Lease				
Occupy Office				
Sales Force Roll-out				
Tucson				
Phoenix & Portland				
Regional				
Regional Expansion				
Marketing				
Stage 1				
Develop Joint Partnerships				
Develop Links				
Stage 2				
Further Develop Adv. Plan				
Magazines & Journal Ads				
Select publications				
Develop ad campaign				
Contract for ads				
Direct Mail				
Develop ad campaign				
Mail direct mail pieces				
Partner Links				