COO MILESTONES EXAMPLE

TENZING — YOUR STARTUP GUIDE

#	MILESTONE / SUB-TASK	OWNER	START DATE	END DATE	COMPLETE
1	**Product Development**				
1.1	Complete Marketing Study and competitive analysis	TBD			NO
1.2	Build foundational Marketing Requirements Document (MRD)	TBD			NO
1.3	Publish first Product Requirements Document (PRD) (update quarterly)	TBD			NO
1.4	Meet with developers and sign contract to start development of app on iOS and Android	TBD			NO
1.5	Complete design and discovery phase	TBD			NO
1.6	Develop MVP (user requirements, configuration, and development)	TBD			NO
1.7	Conduct beta test with 50-100 users	TBD			NO
1.8	Incorporate user feedback into product design and developing training/user materials	TBD			NO
1.9	Public launch (deploy and operate mobile app)	TBD			NO
2	**Sales and Marketing Strategy**				
2.1	Total Available Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM) analysis	TBD			NO
2.2	Build and implement sales pipeline	TBD			NO
2.3	Build ROI tool based on value proposition	TBD			NO
2.4	Develop customer survey plan and education strategy	TBD			NO
2.5	Conduct CRM Software Comparison, select best CRM for our needs	TBD			NO
2.6	Create detailed app pricing strategy aligned to competitive analysis	TBD			NO
2.7	Contract branding/marketing work and logo design	TBD			NO
2.8	Build marketing strategy and online marketing campaigns	TBD			NO
2.9	Build social media following after 1 year (min = 1,000, mid = 3,000, max = 8,000)	TBD			NO
3	**User and Revenue Targets**				
3.1	Have X Daily Active Users (min = 500, mid = 1,000, max = 2,500)	TBD			NO
3.2	Have X Daily Active Users (min = 5,000, mid = 10,000, max = 25,000)	TBD			NO
3.3	Attend conferences / trade shows	TBD			NO
3.4	Have gross revenue of $50k	TBD			NO
3.5	Have gross revenue of $200k	TBD			NO
4	**Operations**				
4.1	Build advisory board	TBD			NO
4.2	Publish detailed Pro-Forma with integration of monthly actuals to understand variance-to-plan	TBD			NO
4.3	Make key hires (ex: VP of Marketing and Sales)	TBD			NO
4.4	Create Org Chart	TBD			NO
4.5	Begin hiring and training network of sales reps	TBD			NO
4.6	Find and rent office space	TBD			NO
4.7	Raise 2 Strategy document that short lists targets, strategic partnerships and raise requirements	TBD			NO
4.8	Bi-Annual investor meeting with milestone review (optional)	TBD			NO
4.9	Have meetings with potential strategic partners	TBD			NO

Timeline header: Q4, 2019 (October, November, December); Q1, 2020 (January, February, March); Q2, 2020 (April, May, June); Q3, 2020 (July, August, September); Q4, 2020 (October, November, December); Q2, 2019 (April, May, June)

Current week

Notes