

FOSTER

Jones + Foster Accelerator

MILESTONE TEMPLATE - EXAMPLE 1

HAITI BABI (2012 ACCELERATOR TEAM)

Please enter 7-10 proposed milestones you believe your company needs to achieve during the six-month program. Milestones are big, meaningful accomplishments (rather than a to-do list), reasonable and measurable (meaning numbers, dates, dollar amounts, etc.).

MILESTONES	DUE DATE	COMPLETED
PRODUCT DEVELOPMENT		
1. Solidify Haiti Babi blanket retail price after conducting research into 5-7 similar product price points	9/15/12	
2. Create Haiti Babi video for use on website and for fundraising purposes	9/30/12	
3. Add an e-store feature to our website for online sales transactions	10/30/12	
4. Sell XX blankets	12/15/12	
5. Create public relations + social media plan with specific engagement target numbers.	1/15/13	
6. Sell XX blankets by end of program	1/31/13	
FUNDRAISING		
1. Launch Kickstarter campaign and raise \$XX,XXX	12/31/12	
BUSINESS DEVELOPMENT		
1. Hire, train and employ four women in Haiti	8/31/12	
2. Hire on-the-ground manager in Haiti	10/30/12	
3. Create logistics plan, including plans for efficiently shipping raw materials to Haiti and finished product to UW. Get contract proposals from two shipping companies.	12/31/12	
REQUIRED MILESTONES (4 TOTAL)		

MILESTONES	DUE DATE	COMPLETED
1. Submit a draft of a 12-month financial plan (Excel/PDF) and a draft of a 12-month operating plan (Word/PDF)	September 2012	
2. Submit a draft of a 12-month financial plan (Excel/PDF) and a draft of a 12-month operating plan (Word/PDF)	January 2013	
3. 3-months of operating expenses in the bank by the end of the program.	February 2013	
4. Company Formation (incorporation, bank accounts, etc)	January 2013	

MILESTONE TEMPLATE – EXAMPLE 2

CARDSWAPPER (2014 ACCELERATOR TEAM)

Please enter 7-10 proposed milestones you believe your company needs to achieve during the six-month program. Milestones are big, meaningful accomplishments (rather than a to-do list), reasonable and measurable (meaning numbers, dates, dollar amounts, etc.).

MILESTONES	DUE DATE	COMPLETED
PRODUCT DEVELOPMENT		
1. Begin integration and building of fraud API set with XXXXX	9/1/2014	
2. Complete integration	10/1/14	
3. Complete front-end app design	9/30/14	
4. Complete back-end “swap” and “use” services and integrate “physical to digital”	10/31/14	
5. Complete “sell” and “swap” back-end services and fraud prevention	11/30/14	
6. Submit Cardswapper app to Apple App Store	12/1/14	
7. Hire Android developer	1/15/14	
FUNDRAISING		
1. Raise \$XXX,XXX in pre-seed funding	10/1/14	
2. Raise \$XXX,XXX for runway into seed round	1/1/15	
BUSINESS DEVELOPMENT		
1. Build team and hire the following positions: marketing, design, app dev, intern	9/30/14	
2. Develop marketing plan for launch	12/1/14	
REQUIRED MILESTONES (4 TOTAL)		

MILESTONES	DUE DATE	COMPLETED
1. Submit a draft of a 12-month financial plan (Excel/PDF) and a draft of a 12-month operating plan (Word/PDF)	September 2014	
2. Submit a draft of a 12-month financial plan (Excel/PDF) and a draft of a 12-month operating plan (Word/PDF)	January 2015	
3. 3-months of operating expenses in the bank by the end of the program.	February 2015	
4. Company Formation (incorporation, bank accounts, etc)	January 2015	

MILESTONE TEMPLATE – EXAMPLE 3

WISERG (2010 ACCELERATOR TEAM)

Please enter 7-10 proposed milestones you believe your company needs to achieve during the six-month program. Milestones are big, meaningful accomplishments (rather than a to-do list), reasonable and measurable (meaning numbers, dates, dollar amounts, etc.).

MILESTONES	DUE DATE	COMPLETED
PRODUCT DEVELOPMENT		
1. Complete research on compostable samples from pilot sites at WSU and publish white paper with results	9/30/10	
2. Produce an assay result on the fertilizer sample from an independent party confirming a satisfactory nitrogen-phosphorus-potassium ratio in the sample	10/30/10	
3. Identify potential fabricators and determine who will manufacture the harvester	10/15/10	
4. Deploy harvesters for PCC pilot	11/15/10	
FUNDRAISING		
1. Create pitch deck for Friends + Family round and schedule meetings with three Investors	9/30/10	
2. Secure pilot funding of \$XXX,XXX from Friends/Family/angel investors for two or more prototype boxes and produce final design for mobile processor	12/30/10	
BUSINESS DEVELOPMENT		
1. Complete Phase 2 economic/feasibility study for PCC (across 9 stores) and prepare and pilot deployment plan to PCC Exec team	10/15/10	
2. Complete 30 customer interviews with household-end users	10/31/10	
REQUIRED MILESTONES (4 TOTAL)		

MILESTONES	DUE DATE	COMPLETED
1. Submit a draft of a 12-month financial plan (Excel/PDF) and a draft of a 12-month operating plan (Word/PDF)	September 2010	
2. Submit a draft of a 12-month financial plan (Excel/PDF) and a draft of a 12-month operating plan (Word/PDF)	January 2010	
3. 3-months of operating expenses in the bank by the end of the program.	February 2010	
4. Company Formation (incorporation, bank accounts, etc)	January 2010	