

# 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
<b>PRODUCT DEVELOPMENT</b>		
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	
<b>FUNDRAISING</b>		
1. Launch Kickstarter campaign and raise \$XX,XXX	12/31/12	
<b>BUSINESS DEVELOPMENT</b>		
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	
<b>REQUIRED MILESTONES (4 TOTAL)</b>		

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
<b>PRODUCT DEVELOPMENT</b>		
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	
<b>FUNDRAISING</b>		
1. Raise \$XXX,XXX in pre-seed funding	10/1/14	
2. Raise \$XXX,XXX for runway into seed round	1/1/15	
<b>BUSINESS DEVELOPMENT</b>		
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	
<b>REQUIRED MILESTONES (4 TOTAL)</b>		

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
<b>PRODUCT DEVELOPMENT</b>		
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	
<b>FUNDRAISING</b>		
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	
<b>BUSINESS DEVELOPMENT</b>		
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	
<b>REQUIRED MILESTONES (4 TOTAL)</b>		

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	