

Cadence Biomedical (device to help wheelchair-bound people walk) 2010

- Complete license agreement with XXXXXX Clinic by July 31, 2010.
- Complete product requirements report by August 15, 2010. This document will be written with extensive input from prospective customers and will provide the basis for writing the testing plan.
- Close \$XXX,000 of Cadence Biomedical's Series A Financing by August 31, 2010.
- Write formal testing plan by August 31, 2010. This document will cover both mechanical reliability and clinical tests and will be used as a guide to determine if our design meets our product requirements.
- Complete initial beta design and documentation by November 15, 2010. This will include the complete manufacturing plans and bills of materials for the beta version of ExoWalk.
- Secure institutional review board approval and begin recruiting subjects by December 15, 2010.
- Build initial beta samples by December 31, 2010. This will include contracting manufacturing organizations to build parts to our specifications and fabricating entire samples.

WisERG (food waste into nitrogen fertilizer) 2010

- Complete research on compostable samples from pilot sites at WSU by September 30, 2010. Produce an assay result on the fertilizer sample from an independent party confirming a satisfactory nitrogen-phosphorus-potassium ratio in the sample by October 31, 2010.
- Create a pitch deck for Friends & Family funding and have 3 investor meetings scheduled by September 30, 2010.
- Complete Phase 2 economic/feasibility study for PCC (across 9 stores) and present findings and pilot deployment plan to PCC executive team by October 15, 2010.
- Identify potential fabricators and determine who will manufacture the box (harvester) by September 15, 2010, and the mobile processor, based on preliminary designs, by October 15, 2010.
- Secure 2010 pilot funding of \$XXX,000 from Friends & Family/angel investors for two or more prototype boxes and produce final design for mobile processor by December 31, 2010.
- Deploy harvesters for the PCC pilot by November 15, 2010.
- Obtain 3 Letters of Intent—one from food waste sites and one from biogas consumers by October 31, 2010, and one from fertilizer consumers by January 15, 2010.

Stockbox Grocers (small healthy food stores in urban food deserts) 2011

- Identify ten potential parking lot partners for our prototype location in order to test assumptions on inventory selection, community need, and location viability by July 31, 2011.
- Raise \$XX,000 by year end to support prototype launch and on-going operational needs.
 - Apply for \$XX,000 grant from King County Healthy Foods by November 21, 2011.
 - Raise \$XX,000-\$XX,000 through Kickstarter by December 31, 2011.
- Pre-Launch of Prototype by August 31, 2011.
 - Lay groundwork for rolling out prototype store including: secure structure to be used for prototype, establish initial inventory plan, set-up point of sale system, and establish processes for tracking marketing and consumer trends including metrics on what sells, at what time of day/week, to whom, and what customers are willing to pay.
- Launch prototype in one targeted neighborhood to gain additional insights in marketing research regarding product mix, foot traffic, and average number of daily transactions by September 30, 2011.
- Evaluate prototype process to determine how business model and store design must adjust in reflection of customer needs, neighborhood access, and profitability. Evaluation will include stakeholder feedback, from customers, community partners, and parking-lot partner. November 30, 2011.

Patient Stream (patient tracking software for hospitals and physicians) 2012

- Set a board of advisors of 3–5 people by September 15, 2012. (Medical/surgeon; hospital administrator; legal w/medical focus)
- Receive term sheet for the technology license from the UW C4C by September 30, 2012.
- Set pricing by October 15, 2012.
- Develop customer pitch by October 15, 2012.
- Complete the license agreement from UW C4C by October 31, 2012.
- Negotiate a support/implementation contract with UW Medicine/Harborview Medical Center by October 31, 2012.
- Identify the first technical staff with soft agreement to join PatientStream by October 31, 2012.
- Create an investor pitch by November 15, 2012.
- Identify 3 top prospects and have initial meetings by November 30, 2012.
- Close Seed Funding Round of \$XXX,000-\$1M by December 31, 2012.
- Complete “cloud ready” codebase and have a cloud provider selected by January 31, 2013.

Haiti Babi (baby blankets made by Haitian mothers for sale in the US—nonprofit) 2012

PRODUCT SALES

- Solidify Haiti Babi blanket retail price by September 15, 2012.
- Create a Haiti Babi video for use on website and for fundraising purposes by September 30, 2012.
- Add an e-store feature to our website for online sales transactions by October 30, 2012.
- Design and produce packaging for blankets by October 30, 2012.
- Sell XX blankets by December 15, 2012.
- Create a public relations and marketing/social media plan by January 15, 2013.
- Sell another XX blankets by January 31, 2013.

BUSINESS DEVELOPMENT

- Hire, train, and employ four women in Haiti by August 31, 2012.
- Update financial projections to more accurately reflect business start-up costs and refine operational costs during first 5 years of operations by September 30, 2012.
- Hire on-the-ground manager by October 30, 2012.
- Create logistics plan, including plans for efficiently shipping raw materials to Haiti and finished product to the US. Get contract proposals from two shipping companies by December 31, 2012.
- Launch a fundraising campaign and raise \$XX,000 by December 31, 2012.

Cardswapper (gift card exchange/sale app) 2014

PARTNERSHIPS

- Negotiate contract with XXXXX by October 21, 2014.
- Partner with XXXXX by November 1, 2014.

APP DEVELOPMENT

- Begin Integration and Building of Fraud API set with XXXXX by September 1, 2014.
- Finish Integration by October 1, 2014.
- Complete Front-End App Design by September 30, 2014.
- Complete Back-End “Swap” and “Use” services and integrate “Physical to Digital” by October 31, 2014.
- Complete “Sell” and “Swap” back-end services and fraud prevention by November 15, 2014.
- Submit CardSwapr App to Apple App Store by December 1, 2014.
- Hire Android Developer by January 15, 2015.

FINANCING

- Raise \$XXX,000 in pre-seed funding by October 1, 2014.
- Raise \$XXX,000 for runway into seed round by January 1, 2015.

BUSINESS DEVELOPMENT

- Build team: marketing, design, app dev, intern by September 30, 2014.
- Develop marketing plan for launch by December 1, 2014.