

EXECUTION ROADMAP

OCTOBER 2026-MARCH 2027 • PRE-LAUNCH

Build a launch-ready audience and affiliate program.

Publish through the founders. Capture subscribers. Nurture them weekly.
Recruit partners who introduce Pink Card to new audiences.

What happens each month

OCT
2026

Define and connect. Interview all three founders; approve voices, audiences and newsletter promises. Map 1-5 capture paths, configure the CRM and source tracking, and research the first affiliate list.
Delivered: voice guides, capture plan, partner criteria and measurement plan.

NOV
2026

Publish and capture. Start the selected social schedule. Publish capture forms through the website provider, test welcome emails and begin weekly newsletters. Send approved partner invitations.
Delivered: working sign-up journeys, live content and outreach records.

DEC
2026

Find the first productive channels. Test founder calls to action and newsletter topics. Train approved affiliates, issue tracked links and coordinate initial promotions. Review the first acquisition results.
Delivered: partner kits, first promotion reports and a prioritized test plan.

JAN
2027

Expand what works. Repeat promising content and partner offers. Recruit against audience gaps. Invite members into the hosted community, or test the selected custom portal with a pilot group.
Delivered: channel comparison, new partner pipeline and community feedback.

FEB
2027

Prepare the launch program. Secure partner interest and proposed publishing dates. Test onboarding and referral tracking. Draft the Q2 campaign brief, budget and low/base/high growth forecast.
Delivered: launch proposal, partner calendar and evidence-based forecast.

MAR
2027

Confirm readiness. Review issuer approvals, application events, community acceptance and website dependencies. Agree launch scope, budget, owners and launch assets before booking production.
Delivered: signed-off readiness checklist and separately approved launch plan.

Every week, in every tier: one newsletter per active capture path; scheduled social publishing; partner follow-up; dashboard refresh; one 30-minute client status call. Provide a client-accessible dashboard and workboard with decisions, blockers, owners and next actions.

Every month

One 30-minute voice interview per founder. One 60-minute performance review replaces that week's status call. Deliver a monthly report, next-month content calendar and two prioritized growth tests.

Clear ownership

Agency owns writing, publishing, nurture, partner recruitment and reporting. Client approves facts and offers, supplies founders and issuer access. The website provider implements pages and tags. Dates assume October kickoff.

Q4 2026-Q1 2027 · MONTHLY DELIVERY

Grow the audience. Recruit partners who publish.

MONTHLY SERVICE

Starter

Pink Card + three founders
11 social profiles

44

feed placements / month

- 16 original ideas + 28 channel versions
- 6 videos · 6 text posts · 4 designs
4 story sets
- 4 Meta ad concepts
1 capture path · weekly email
- Hosted group: 3 discussion spaces

All founders and Pink Card send people to one shared newsletter, using separately tracked links. Filming is separate.

MONTHLY SERVICE

Growth

Four businesses + three founders
16 social profiles

56

feed placements / month

- 24 original ideas + 32 channel versions
- 12 videos · 6 text posts · 6 designs
6 story sets
- 6 Meta/Google ad concepts
Up to 3 paths · weekly emails
- Hosted membership: 6 spaces

One newsletter path per founder; brand traffic routes to the relevant path. Filming is separately quoted.

MONTHLY SERVICE

Scale

Four businesses + three founders
16 social profiles

66

feed placements / month

- 32 original ideas + 34 channel versions
- 18 videos · 6 text posts · 8 designs
8 story sets
- 8 Meta/Google ad concepts
Up to 5 paths · weekly emails
- One podcast edit, up to 40 minutes

Three founder paths plus up to two direct brand paths. Filming and app construction are separate.

Every founder, every level: LinkedIn, X and Instagram. One 30-minute interview and four original ideas per founder each month; we write, secure approval, adapt and publish each idea across all three platforms. One idea published on three platforms counts as three posts.

Affiliate recruitment: what we do each month

Starter

Research **30 potential partners**; contact up to **20 suitable businesses or creators**. Send up to 40 initial/follow-up messages and arrange up to two calls.

Onboard up to two approved partners, support five partners and coordinate one agreed partner promotion.

Growth

Research **50 potential partners**; contact up to **35 suitable businesses or creators**. Send up to 70 messages and arrange up to four calls.

Onboard up to three approved partners, support eight partners and coordinate two agreed partner promotions.

Scale

Research **80 potential partners**; contact up to **60 suitable businesses or creators**. Send up to 120 messages and arrange up to eight calls.

Onboard up to four approved partners, support ten partners and coordinate two agreed partner promotions.

A promotion means an agreed newsletter feature, creator post or joint event, with approved copy and a tracked link. Onboarding includes terms, training, links and a first-publication plan. Partner fees are separate; partner agreement and suitable prospects govern delivery.

Recruit creators, educators, newsletters and business networks through direct research, applications and briefings; Growth/Scale also use one licensed marketplace. Each tier includes weekday replies, moderation, member welcomes and one client-expert event. Monthly social hours: Starter 8, Growth 12, Scale 20; community work has a separate equivalent budget. Community prompts: 4, 6 or 8; member-story edits: 0, 2 or 4. Time used is reported monthly; extra work is agreed first.

LAUNCH PROGRAM & BUILDS

A dedicated launch program.

APRIL-JUNE 2027 · SEPARATE LAUNCH ENGAGEMENT

The Pink Card launch program

Scope and pricing TBD. The pre-launch retainer prepares the audience and systems; the launch quote specifies additional creative, media, partner commitments and staffing without rebilling included work.

Before release

Campaign message and audience plan. Approved claims and offer. Founder/affiliate asset kits. Booked partner placements. Email/SMS sequence. Website briefs. Issuer-event and link tests.

Release week

Coordinate founder, partner, newsletter and paid campaigns. Monitor sign-ups and application handoff. Welcome community members. Route questions and track issues with a named owner.

First 30 days

Review daily launch signals, then optimize. Follow up with subscribers and inactive partners. Deliver 7-day and 30-day reports covering acquisition costs, issuer events and member participation.

Release requires issuer-approved terms, claims, geography, application access, reporting events and reward funding. Q2 is a planning window, not a guaranteed card-release date.

Build the capture and nurture system

Starter: one shared newsletter path.

Growth: up to three founder paths.

Scale: up to five founder/brand paths.

Each includes signup copy, form, consent, source tracking, CRM routing, thank-you message and welcome email. Provider publishes pages; agency tests signup through inbox delivery. Subscriber preferences prevent duplicate sends.

Built once: Starter six automated emails; Growth ten plus two SMS; Scale twelve plus four SMS. Welcome emails count within those totals.

Run weekly: write, design, approve and send an edition for every active path, including five-week months. Adapt shared themes to each founder/brand. Weekly editions are additional to automations.

Affiliate tools: partner brief, application requirements, training deck, tracking links and three founder outreach sequences. Record partner status, contact basis and next action. Keep commissions separate from member rewards.

Build the member community

Starter/Growth: configure a client-licensed platform with three/six spaces, onboarding, resources and events.

Growth adds native profiles, badges and digest; features depend on license.

Custom membership portal

Separately priced Scale project. A responsive app using managed authentication/database and reusable components; client owns custom code.

Profiles and three roles; six discussion rooms; posts/comments/reactions/search; moderated stories; six badges; 20 resources; event RSVP; moderation/export/deletion tools; four transactional emails; optional private goal/text milestones.

Up to ten prototype screens and two reviews. Target Q4 prototype/Q1 build and beta; release after acceptance. Test six journeys, 12 privacy cases, mobile/keyboard access, backup restore and 50 concurrent users. Initial capacity: 500 members/20 GB. Five-business-day client review; written acceptance and paid code/access handover.

Your dashboard: five measures of progress

Audience: reach and visits by channel. **Subscribers:** verified sign-ups, source, email clicks/replies and unsubscribe rate.

Affiliates: approved partners who actually published, attributed visits and sign-ups. **Community:** registrations and members returning within 30 days. **Launch:** issuer-confirmed applications/activations when available.

Updated weekly; reviewed monthly against baseline, spend and prior month. Show cost per acquired subscriber/member and the next tests. Forecast from observed conversion rates and agreed budgets; show assumptions and sample sizes. No invented growth guarantees.

Website work, issuer rewards portal, underwriting, bank connections, paid membership and native mobile apps are excluded. Cardholder records never enter marketing tools. Community stories require member permission.

INVESTMENT & AGREEMENT

Monthly delivery. Separate project pricing.

PRE-LAUNCH PROGRAM / BILLED MONTHLY

Starter**\$7,500** / monthOne-time projects: **\$3,500****Growth****\$12,500** / monthOne-time projects: **\$8,000****Scale****\$19,500** / monthOne-time projects: **\$14,000**

Q2 2027 launch program

Scope & pricing TBD

One-time projects

DEFINED PROJECT	STARTER	GROWTH	SCALE
Founder strategy / voice guides	\$1,500	\$2,000	\$2,000
Capture / email / CRM / partners	\$1,500	\$3,000	\$2,000*
Hosted community configuration	\$500	\$3,000	Not included
Membership portal web app	Not included	Not included	\$10,000

*Scale shares integration work with the separately priced app project. No website build fee. Capture paths and welcome flows are built once. Weekly newsletters are included in monthly service.

Variable production · billed per booked session

Interview / podcast capture**\$1,000-\$2,000**

Up to 2 hours on site · one operator · two cameras · audio/light kit.

Half-day content shoot**\$1,500-\$3,000**

Up to 4 hours · one operator · interview + social footage · standard kit.

Full-day content shoot**\$2,500-\$5,000**

Up to 8 hours · two-person crew · interviews, product and supporting footage.

Planning ranges in USD, not vendor quotes. Crew, standard equipment and footage handoff included. Session time includes setup/pack-down. Studio hire: add \$300-\$1,000/session; travel, talent and specialist equipment quoted separately. One session/month costs the stated range each month booked; no mandatory booking.

Monthly fees include editing within the selected video allowance; Scale also includes one ≤40-minute podcast edit/month. Extra podcast edit: \$400-\$900/episode; extra short-form edit: \$100-\$250/video, two revisions. No double billing of included edits. Confirm scope and written quote before booking.

Monthly service terms

Pre-launch services are month-to-month. Launch is separately scoped and priced. Cancel with 30 days' notice; pay completed work/approved noncancelables and refund unused prepayment.

Project payments

Projects: 50% kickoff / 50% acceptance. App: 40% kickoff (\$4,000) / 30% beta (\$3,000) / 30% acceptance (\$3,000). Project and monthly invoices are separate; net 15. Cancellation covers completed work and approved commitments.

Technical care

Build warranty: 30 days. Growth: four configuration hours/month. Scale: eight engineering hours/month from beta; critical-incident acknowledgement within four business hours.

Media and outside costs

Exclude ad spend, vendors, creators/rights, partner fees, rewards and taxes. Paid-management bands: \$5k / \$10k / \$15k monthly media; campaign/group caps: 3/6, 4/8, 6/12. Capacity limits, not approved budgets.

Select service: ☐ Starter ☐ Growth ☐ Scale | Start date: _____

Client legal name · Authorized signature · Date

Agency legal name · Authorized signature · Date