

TASK/ROLE/OBJECTIVE	WEEK 1						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Initial Brain Storm & Sketched Ideas							
Initial Research Strategy & Avenues							
Initial Research - Fundamental Business Practice							
Initial Inspiration - Moodboard							
Initial Research - Business Ideas Inspiration							
Initial Inspiration - Moodboard							
TASK/ROLE/OBJECTIVE	WEEK 2						
Initial Research Verdict & Next Steps							
Developed Sketches							
Business Concept & Functionality Development							
TASK/ROLE/OBJECTIVE	WEEK 3						
Get feedback on basis of Business Idea							
Target Market Research (Social Network & Creative Arts Platform & Functionality)							
TASK/ROLE/OBJECTIVE	WEEK 4						
Target Market Research (Social Network & Creative Arts Platform & Functionality)							
Development and Refinement of Idea							
Inclusive UX/UI Research							
DESIGN PROCESS - Logo, Name, Branding Ideas							
TASK/ROLE/OBJECTIVE	WEEK 5						
Final Research - Finance, Budgeting etc. Research							
Layout Final Components of Idea (Sketches)							
Logo & Branding Development (Sketches)							
Basic Idea Layed Out							
Developed Components Sketched Visuals							
Digital Logo Development							
TASK/ROLE/OBJECTIVE	WEEK 6						
Final Logo and branding Designs (x3)							
Work Out Start Up Costs & Budget							
Layout Presentation (See Modul H B)							
Layout Next Steps Plan for Project							
TASK/ROLE/OBJECTIVE	WEEK 7						
Presentation (write up feedback)							
Business Digital Timeline Mock Up							
Layout Business Plan Essay							
Refinement & Improvement of Business Idea							
Refinement Sketches & Mindmap							
Next Steps Plan							
TASK/ROLE/OBJECTIVE	WEEK 8						
Layout Business Plan Essay Section - Introduction							
Layout Business Plan Essay Section - Your Business							
Finalised Idea Summary & Components							
Final Market Research (Subscription Boxes)							
Final Market Research (Commercial Analysis)							
Final Market Research (Target Audience Recap)							
TASK/ROLE/OBJECTIVE	WEEK 9						
Final Market Research (Target Audience Recap)							
Layout Business Plan Essay Section - Market Research							
Layout Business Plan Essay Section - SWOT ANALYSIS							
Layout Business Plan Essay Section - Strategic Actions							
TASK/ROLE/OBJECTIVE	WEEK 10						
Layout Business Plan Essay Section - Strategic Actions							
Layout Business Plan Essay Section - Finance & Research							
TASK/ROLE/OBJECTIVE	WEEK 11						
Subscription Box Finance & Pricing Research							
Prep for Pitch Presentation							
Finance Spreadsheets & Calculations							
TASK/ROLE/OBJECTIVE	WEEK 12						
Finalise Pitch Presentation							
Finalise Financial Spreadsheets							
TASK/ROLE/OBJECTIVE	WEEK 13						
Layout Business Plan Essay Section - Finance & Forecasts							
Layout Business Plan Essay Section - Conclusion							
Finalise & Proof Ready For Submission (21st December)							

KEY	
Challenges	
Milestones	