

MEDELLA CLINIC LAUNCH PLAN	2022 Q3												2022 Q4									
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER	
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2
TASKS																						
Concepting																						
Finalise Identity	Brand Identity and Model																					
Finalise Value Judgement	Membership Types & Value																					
Finalise Pricing	Pricing & M/ship Categories																					
Finalise Team Structures	Lock Down Roles/Structure																					
Public Relations																						
PR Brief	Creation																					
Agency Shortlisting and Meetings	Meetings																					
Agency Pitches and Appointment					Pitches & Appoint																	
PR Strategy Sessions					Announcement Planning																	
PR Materials Created					Renderings				Press Release								Business release				Workspace Renderings	
Announcements and Story Arcs									Announce to Media inc. rendering				Renderings released				Business Story				Workspa	
Pre-opening Campaign with Renderings																						
Launch Campaign with Images																						
Membership																						
Membership/Clinic Concept Deck					Concepting				Creation													
Application Journey Strategy					Strategy discussed & decided				Written Up & Signed Off													
Membership Rules and Policies									Discussed and scoped out								Written Up & Signed Off					
Local Area Research					Local companies, neighborhoods, businesses and residents research and database creation																	
Founder Member Applicants					List Creation by Team - New Team Members continu																	
Hard Hat Tours																						
VIP Limo HH Tours																						
Hard Hat Dinner																	Conceptin					
Public Applicants																	Concepting					
Founder Application Deadlines					Prospect List Build																	
Pop Ups and Activations																						
Pre-Sales Outpost									Set Up												Event	
Major Programming Event #1									Ideation & Planning												Invites	
Major Programming Event #2									Ideation & Planning													
Major Programming Event #3																						
Founder Membership Dinners																						
Open House' Launch Event																						
Media and VIPs launch																						
Marketing Tools and Materials																						
Founder Member Packs																	Planning				Concepting, Design a	
Founder Gifts																	Ideation				Design	
Public Applicant Packs																					Concept & D	
On site Photography and Filming																						
Newsletters									Design & Development - Founder								Founder Mailout				Design	
Promotional Materials Collateral																						
Pop-Up Events																						
Center Brochure - Digital & PDF																						
Paid Search Campaign (Wokspace Push)																						
Targeted Social Media (Workspace Push)																						
Partnerships					Proposition and Opportunity Deck assembly																	
Clinic Brochure - Digital & PDF																						
Clinic Programming																						
Policy					Programming Approach																	
Planning					Outreach to Event Partners																	
Execution																						
Digital																						
Membership Database													Build Scope and Assess Options				Shortlist and Choose Syster					
Website - Holding Page / Enquiries													Planning				Design				Build	
Website - Hidden Application Pages													Planning				Concepting, Design and Conte					
Website - Full Public Site																	Planning					
Member Portal																					Brief	
Membership Identifier (RFD Tag/key)																						

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TASKS																						
CLINIC AND OPERATIONS TEAM																						
GENERAL MANAGER																						
INTEGRATIVE MD																						
NURSE																						
MED TECH																						
CLINICIANS																						
Menu of Clinic Services and Tests																						
FRONT DESK/RECEPTION																						
ADMIN/ACCOUNTS																						
MARKETING																						
MEMBERSHIP DEVELOPMENT																						
Membership Rates/Options/Forms etc.																						
MIND/BODY INSTRUCTORS																						
GROUP EX INSTRUCTORS																						
PERSONAL TRAINERS																						
LIFE COACHES																						



