

SignalPier Launch

A launch scope with visible dependencies.

Fictional prelaunch



A deadline does not create extra delivery hours.

Paid delivery capacity



60% sold-time target

Preparation and support also take time.

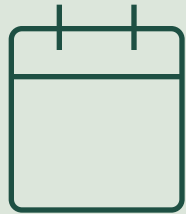
Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



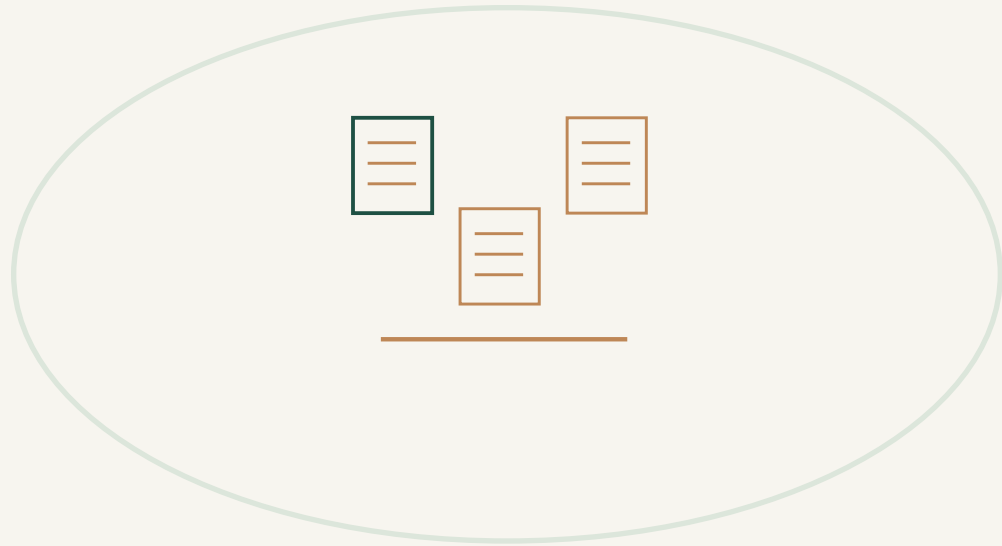
Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Product sponsors

A defined launch decision

Business teams

Approved go-live work

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



Strategy 20%

200/h

Messaging 20%

190/h

Creative 25%

175/h

Execution 25%

185/h

Analytics 10%

190/h

USD / sold hour; illustrative shared-time mix.

Compete on the job and the commercial terms.

Possible alternatives

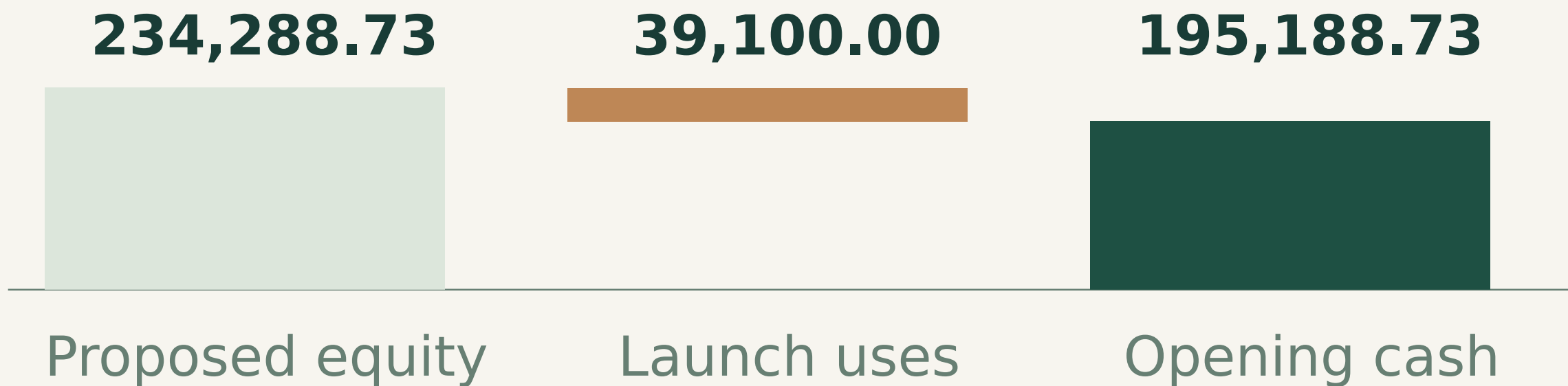
Internal launch teams
Other launch agencies
Independent specialists

Check before booking

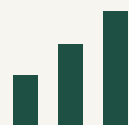
Product readiness
Scope and dependencies
Effort and cash

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net income: USD 6,340.01



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Delivery team	22,500.00
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Principal budget	9,375.00
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Operations	2,291.67
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Principal and operations support add no delivery hours.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed owner equity.

USD 234,288.73

External equity requested: USD 0.00

Terms and funding remain uncommitted.

Project payback: not reached within 36 months