

Time	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Step 1 Find sponsors /partners	<ul style="list-style-type: none"> • Create an association • Fill the demand online on service-public.fr • List and class by priority businesses we want to work with and contact them 							
Step 2 Evaluate the impact			<ul style="list-style-type: none"> • Establish KPIs • Calculate KPIs • Look after comments and notes on social medias • Decide what we do next 					
Step 3 Develop the app			<ul style="list-style-type: none"> • Negotiate at least 3 budgets with different options (low-cost, best price, high quality) • Choose the best option according to financials restrictions and our goal • Follow the progression 					
Step 4 Communicate			<ul style="list-style-type: none"> • Build a communication plan on social medias (Youtube, Facebook, Twitter...) and apply it • Focus on Sciences Po's students' channels (groups on Facebook, talk about T!W at its launch date in front of Sciences Po, distribution of flyers with QR code...) 					
Step 5 Test our service						<ul style="list-style-type: none"> • Fix a launch date • Program fun facts about student life • Resolve problems with the app developer 		
Step 6 Extend our project	<p>Implement a monthly competition to earn goodies on the number of steps achieved per group (example of goodies: portable ashtray). This aim of this competition is to reward the effort made by smokers to throw their butts in a rubbish on the public road.</p>							