

▶	1. Concept		<input checked="" type="checkbox"/>				
▶	2. Packaging / Positioning	Quick Get. Path of least resistance.	<input checked="" type="checkbox"/>				
▶	3. Market Testing	70+ schools with registered interest in using.	<input checked="" type="checkbox"/>				
▶	4. Red Rover 1.0	Functional within scope. No blocking bugs.	<input checked="" type="checkbox"/>				
▼	5. Adoption	Proof of 1.0 concept with all user levels.	<input type="checkbox"/>				
<table border="0" style="width: 100%;"> <thead> <tr> <th style="width: 50%; text-align: center;">Goals</th> <th style="width: 50%; text-align: center;">Tactics</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <p>Admin Adoption</p> <ul style="list-style-type: none"> • Advisor Gets it • Administration allows it [If necessary] • Institute Set Up <p>Leader Adoption</p> <ul style="list-style-type: none"> • Convinced • Group Set Up <p>Student Adoption</p> <ul style="list-style-type: none"> • Excited • Profile set up </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Redroverhq.com website <input checked="" type="checkbox"/> • Red Rover video intro <input checked="" type="checkbox"/> • DIY Adoption admin section on wiki <input type="checkbox"/> • Admin How to on wiki <input type="checkbox"/> • DIY Adoption leader section on wiki <input type="checkbox"/> • How to set up group on wiki <input type="checkbox"/> • Student Video <input type="checkbox"/> • Marketing vs. Requiring on wiki <input type="checkbox"/> • Student How to on wiki <input type="checkbox"/> </td> </tr> </tbody> </table>				Goals	Tactics	<p>Admin Adoption</p> <ul style="list-style-type: none"> • Advisor Gets it • Administration allows it [If necessary] • Institute Set Up <p>Leader Adoption</p> <ul style="list-style-type: none"> • Convinced • Group Set Up <p>Student Adoption</p> <ul style="list-style-type: none"> • Excited • Profile set up 	<ul style="list-style-type: none"> • Redroverhq.com website <input checked="" type="checkbox"/> • Red Rover video intro <input checked="" type="checkbox"/> • DIY Adoption admin section on wiki <input type="checkbox"/> • Admin How to on wiki <input type="checkbox"/> • DIY Adoption leader section on wiki <input type="checkbox"/> • How to set up group on wiki <input type="checkbox"/> • Student Video <input type="checkbox"/> • Marketing vs. Requiring on wiki <input type="checkbox"/> • Student How to on wiki <input type="checkbox"/>
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▶	6. Red Rover 1.1	Code revisions to achieve key metric improvements.	<input type="checkbox"/>				
▶	7. Open Source	Publish code base, announce to IT departments.	<input type="checkbox"/>				
▶	8. Innovators	30 schools @ 80% of groups and 50% of first year students.	<input type="checkbox"/>				
▶	9. Revenue	Sale of paid feature within Red Rover	<input type="checkbox"/>				
▶	10. Outside Capital	Raise adequate to fund adoption curve to early adopters.	<input type="checkbox"/>				
▶	11. Industry Standard	300 schools using Red Rover.	<input type="checkbox"/>				
▶	12. Red Rover 2.0	Courses recommendation	<input type="checkbox"/>				