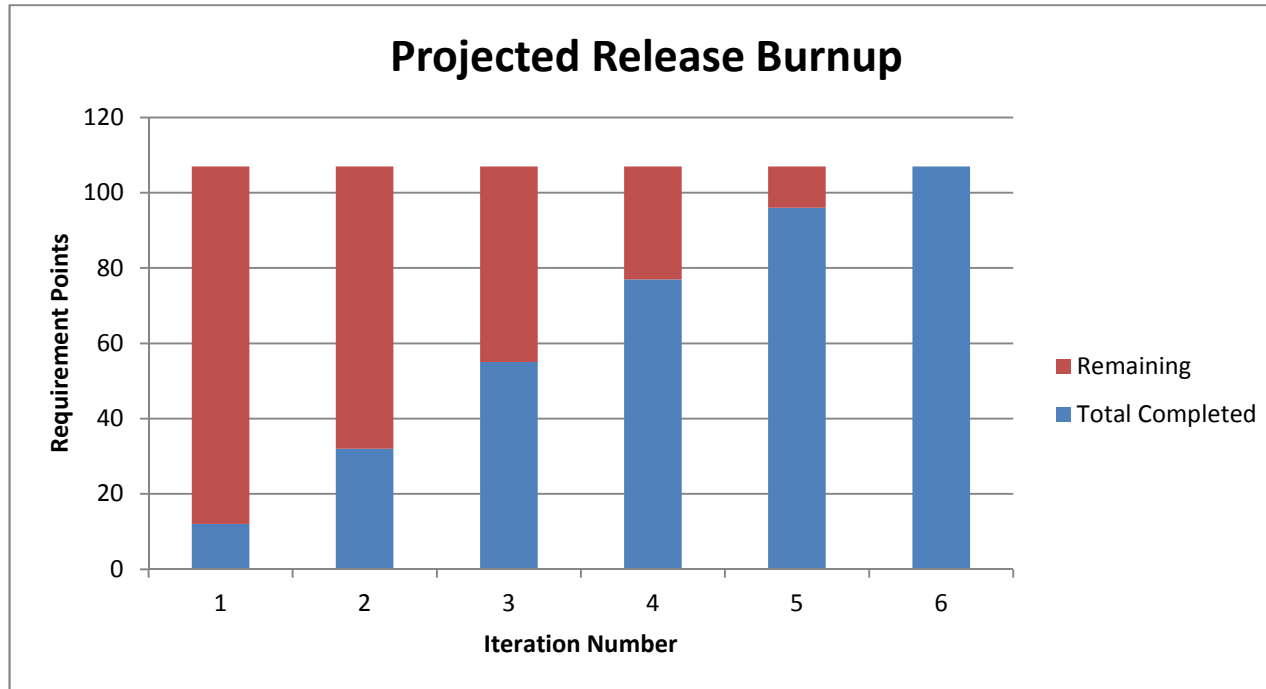


[YOUR LOGO HERE]

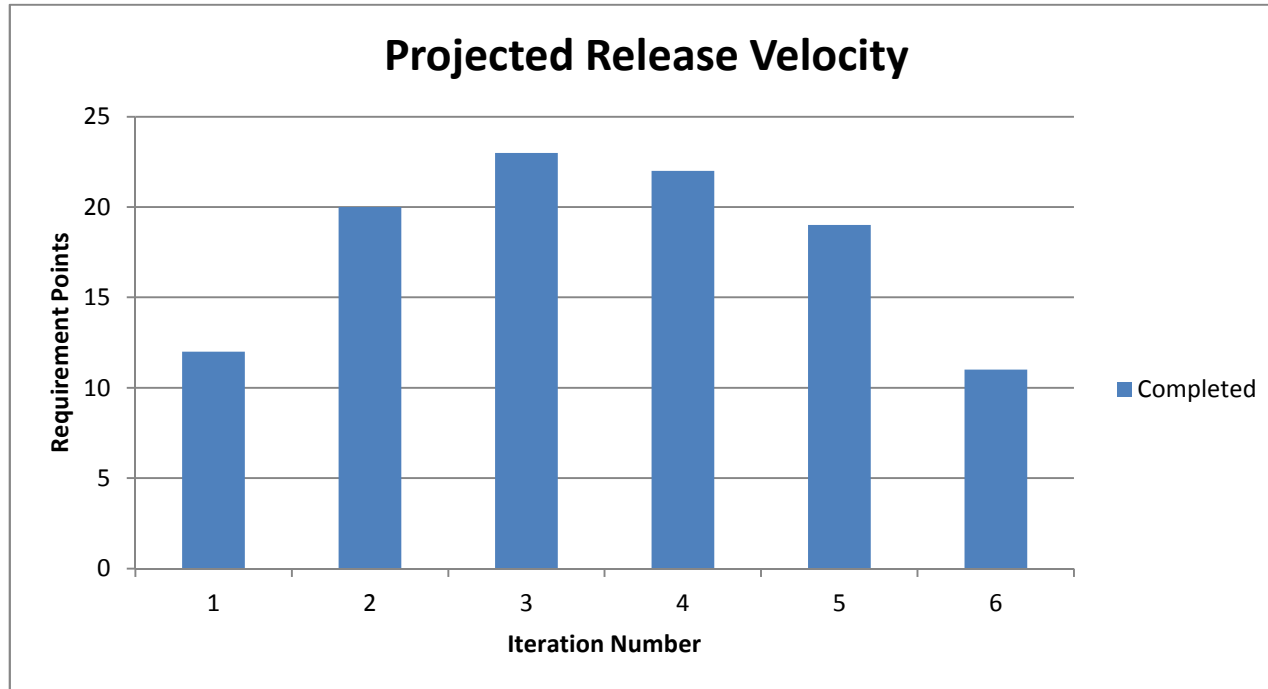
[Company Name Here]

Release Plan



Periods to complete	6
Period Length	2 weeks
Forecast Completion	12/99/2012
Currently Scheduled End Date	12/100/2012

Note: A requirement point estimate is a unitless measure of a feature's size and complexity as it relates to other features within the project.



Average	17.8
Min	11
Max	23
Range	12

Note: A requirement point estimate is a unitless measure of a feature's size and complexity as it relates to other features within the project.

Projected Detail Roadmap

Start	9/88/2012	9/100/2012	10/99/2012	10/44/2012	11/66/2012	11/88/2012
End	9/99/2012	10/88/2012	10/55/2012	11/55/2012	11/77/2012	12/99/2012
Title	1. Mobile Engagement	2. Lead Gen Setup	3. Lead Monitoring	4. Lead Admin	5. Lead Information	6. Application Effectiveness Summary
All items in the Backlog	12.00	20.00	23.00	22.00	19.00	11.00
Interactive Android education system	3.00					
Interactive iPhone education system	3.00					
Lead generation system - Interactive vein health education	3.00					
App download & landing page - Mobile Web	3.00					
Lead tracking and management system - User management		5.00				
Lead tracking and management system - Database interface		1.00				
User management - Lost password retrieval		2.00				
Lead generation system - Vein photo upload		8.00				
Vein photo iPhone consultation gateway		2.00				
Vein photo Android consultation gateway		2.00				
Lead tracking and management system - Notifications - New lead			2.00			
Lead tracking and management system - Doctor status management			2.00			
Lead tracking and management system - Update lead status reminder			3.00			
Lead tracking and management system - Lead capture monitoring - Angiodynamics			5.00			
Lead tracking and management system - Lead capture monitoring - Practice Manager			5.00			
Lead tracking and management system - Sales cycle groups / Lead status tracking			3.00			
Lead tracking and management system - Non responsive lead forwarding			3.00			

Note: A requirement point estimate is a unitless measure of a feature's size and complexity as it relates to other features within the project.

Projected Detail Roadmap

Start	9/88/2012	9/100/2012	10/99/2012	10/44/2012	11/66/2012	11/88/2012
End	9/99/2012	10/88/2012	10/55/2012	11/55/2012	11/77/2012	12/99/2012
Title	1. Mobile Engagement	2. Lead Gen Setup	3. Lead Monitoring	4. Lead Admin	5. Lead Information	6. Application Effectiveness Summary
Lead tracking and management system - Leads download				5.00		
Lead tracking and management system - Procedure code management				3.00		
Lead tracking and management system - Other procedure code management				2.00		
Lead tracking and management system - Lead follow up report				5.00		
Lead tracking and management system - Application settings interface				1.00		
Lead tracking and management system - Notifications - Non responsive doctors				3.00		
Lead tracking and management system - Doctor aggregate progress report				3.00		
Lead tracking and management system - Client pdf profile download					8.00	
Lead tracking and management system - Client zip profile download					3.00	
Lead tracking and management system - Doctor individual progress report					3.00	
Lead tracking and management system - Lead Result Tracking - ROI - Angiodynamics					5.00	
Lead tracking and management system - Lead Result Tracking - Marketing ROI - VeinConsult						5.00
Lead tracking and management system - Lead Result Tracking - ROI - Doctors						3.00
App demo video						3.00

Note: A requirement point estimate is a unitless measure of a feature's size and complexity as it relates to other features within the project.

Requirements Detail Descriptions

Title	Requirement Estimate	Iteration	Description
Interactive Andstuffd education system	3.00	1. Mobile Engagement	As a customer I want to engage in stuff on my Andstuffd which will include causes of stuff, FAQ's, and stuff options through MyApp so that I can be more educated and make more informed decisions about stuf
Interactive iPhone education system	3.00	1. Mobile Engagement	As a customer I want to engage in stuff on my iPhone which will include causes of stuff, FAQ's, and stuff options through MyApp so that I can be more educated and make more informed decisions about stuf
customer generation system - Interactive stuff education	3.00	1. Mobile Engagement	As a project investor and stuff owner I want to generate stuff for customers who are seeking to become more educated about stuff so that I can convert stuff into customers and obtain a positive stuff from the MyApp project
App download & landing page - Mobile Web	3.00	1. Mobile Engagement	As a customer I want to understand how the MyApp mobile application benefits me, both by text and video, from my mobile web browser. While I am learning the benefits I want to have an easy way to initiate the download on my mobile phone so that when I recognize how MyApp benefits me I can quickly start to receive those benefits
customer tracking and management system - User managment	5.00	2. customer Gen Setup	As a developer I need to implement a user management stem which will divide into 4 types of user groups so that each group will be able to access and manage the appropriate content which is most relevant to them. These groups are 'administrator' which will have complete control of all functions 'director' which will want to view and download business reports related to MyApp. 'stuff manager' which will be changing the status of stuff and downloading customer related information. 'customer' which will be able to log in and view notes & other information related to their stuff
customer tracking and management system - Database interface	1.00	2. customer Gen Setup	As an administrator and manager of the MyApp I want to be able to access the database of information about the MyApp application in order to gain valuable business knowledge from all aspects of data collected
User management - Lost password retrieval	2.00	2. customer Gen Setup	As a user of the MyApp system I want to be able to retrieve or reset my lost password in case I forgot it so that I do not get locked out
customer generation system - photo upload	8.00	2. customer Gen Setup	As a project investor and vein service provider I want to generate stuff for customers who are seeking information about their specific stuff so that I can convert stuff into customers and obtain a positive stuff from the MyApp project
Photo iPhone - connection gateway	2.00	2. customer Gen Setup	As a customer I want to take a photo of my stuff on my iPhone and send it to local responders so that I can gain access to local responders I can trust can understand my specific stuff needs before I ever receive a phone call

Note: A requirement point estimate is a unitless measure of a feature's size and complexity as it relates to other features within the project.

Requirements Detail Descriptions

Title	Requirement Estimate	Iteration	Description
Photo iPhone - connection gateway	2.00	2. customer Gen Setup	As a customer I want to take a photo of my stuff on my iPhone and send it to local responders so that I can gain access to local responders I can trust can understand my specific stuff needs before I ever receive a phone call
customer tracking and management system - Notifications - New lead	2.00	3. customer Monitoring	As a specified manager of a service provider's firm I want to be notified whenever a new customer is referred so that I can respond quickly and so the customer doesn't not get forwarded to the next available service provider
customer tracking and management system - service provider status management	2.00	3. customer Monitoring	As an administrator of the MyApp app I want to change the status of responders which will affect whether or not they will receive any new stuff so that service provider's who are historically slow to respond can be deactivated in order to ensure stuff isn;t falling out of the specified cycle unnecessarily
customer tracking and management system - Update customer status reminder	3.00	3. customer Monitoring	As a specified manager at service provider's firm I want to be notified about upcoming stuff which are expiring and need a status to be entered so that I do not simply forget which may trigger corrective action from MyApp possibly resulting in the termination of future stuff being forwarded
customer tracking and management system - customer capture monitoring - some firm	5.00	3. customer Monitoring	As an administrator of the MyApp app I want to view an aggregate report of all stuff so that I can ensure they are being acknowledged and responded to by responders
customer tracking and management system - customer capture monitoring - firm Manager	5.00	3. customer Monitoring	As a specified manager of service provider's firm I want to view a report of all stuff so that I can get a sense of my total specified cyle and where various customer are positioned in the specified cycle
customer tracking and management system - specified cycle groups / customer status tracking	3.00	3. customer Monitoring	As a specified manager at service provider's firm I want to group stuff into different categories as they move into different stages of the specified cycle so that I know which stuff need more attention then others and what type of attention they need
customer tracking and management system - Non responsive customer forwarding	3.00	3. customer Monitoring	As a director of the some firm group I want stuff which were not followed up with in a timely manner by a service provider to be forwarded to the next available service provider so that I can maintain high stuff even though some responders may be unresponsive
customer tracking and management system - stuff download	5.00	4. customer Admin	As a specified manager at service provider's firm I want to download the stuff in a CSV or Excel format which are maintained in the MyApp customer tracking and management system so that I can transfer them to my own existing customer tracking and management system which I am more familiar with

Note: A requirement point estimate is a unitless measure of a feature's size and complexity as it relates to other features within the project.

Requirements Detail Descriptions

Title	Requirement Estimate	Iteration	Description
customer tracking and management system - stuff code management	3.00	4. customer Admin	As an administrator of the MyApp app I want to add, view, modify, and delete stuff codes and their descriptions so in order to adapt to, adopt, or eliminate any new information developed within the community. When I add a new code which was previously marked as other by responders, all those codes should automatically change from 'other' to the new stuff code I have just added
customer tracking and management system - Other stuff code management	2.00	4. customer Admin	As an administrator of the MyApp app I want to view a list of codes which were entered as 'other' so I can adapt to non-standard codes being entered by responders
customer tracking and management system - customer follow up report	5.00	4. customer Admin	As an administrator of the MyApp app I want to view and download to excel/csv a report of all stuff which were generated but did not convert so that this list of potential stuff could be provided to other area responders as potential specified stuff
customer tracking and management system - Application settings interface	1.00	4. customer Admin	As an administrator of the MyApp application I want to be able to easily change various settings such as the threshold for for non-responsive responders and add recipients to the email notifications pool
customer tracking and management system - Notifications - Non responsive responders	3.00	4. customer Admin	As a administrator of the MyApp application I want to be notified whenever a service provider exceeds a predetermined threshold of non-responses or a high number of hours which exceeds a predetermined threshold so that I can quickly take action with non-responsive responders
customer tracking and management system - service provider aggregate progress report	3.00	4. customer Admin	As an administrator of the MyApp app I want to view a list of responders showing the average response time, number of times service provider was unresponsive, their average stuff ratio and the number of customer received so that I can monitor the performance of responders. This should include the industry average stuff and stuff
customer tracking and management system - Client pdf profile download	8.00	5. customer Information	As an office manager at service provider's firm I want to download a profile including the image of the customer in a pdf format so I can have a well presented profile available for the service provider when the customer arrives on their initial visit
customer tracking and management system - Client zip profile download	3.00	5. customer Information	As an office manager at service provider's firm I want to download a profile including the image of the lead, a pdf profile, and a CSV or Excel file with the customer's information in a zip format so I can have an image separate from the client's information but well organized together so it will easily integrate with my existing management system

Note: A requirement point estimate is a unitless measure of a feature's size and complexity as it relates to other features within the project.

Requirements Detail Descriptions

Title	Requirement Estimate	Iteration	Description
customer tracking and management system - service provider individual progress report	3.00	5. customer Information	As an administrator of the MyApp app and a service provider's firm manager I want to view a detailed progress report for a specific service provider so I can have a better understanding of it's performance in order to make informed decisions about the overall performance of the MyApp application with specific responders. This should include comparison's of the service provider's average to the industry average
customer tracking and management system - customer Result Tracking - stuff - some firm	5.00	5. customer Information	As a director of some firm I want to view a report of the products and the average stuff ratio so I can make more informed decisions about the operations and marketing of laser production
customer tracking and management system - customer Result Tracking - Marketing stuff - MyApp	5.00	6. Application Effectiveness Summary	As a director of the MyApp app I want to view a report of the stuff of the marketing effectiveness of the app as it relates to specific marketing campaigns and geographical areas
customer tracking and management system - customer Result Tracking - stuff - responders	3.00	6. Application Effectiveness Summary	As a service provider's firm manager I want to view a report of the products and the average stuff ratio so I can make more informed decisions about the operations and marketing of stuff
App demo video	3.00	6. Application Effectiveness Summary	As a user I want to learn how to easily use the application as well as understand its benefits by watching a video so that I do not have to read text which may not capture my interest as well as a video will

Note: A requirement point estimate is a unitless measure of a feature's size and complexity as it relates to other features within the project.