

ID		Task Name	Duration	Start	Finish	Notes	
1		TEAM - PEOPLE RESOURCES	40 days	Mon 11/1/21	Fri 12/24/21	Define Goals, Objectives	
2		Team Charter	10 days	Mon 11/1/21	Fri 11/12/21		
3		Budget	15 days	Mon 11/15/21	Fri 12/3/21	This is somewhat circular as it is dependent on recommend marketing and sales expenses	
4		Project begins	0 days	Mon 12/6/21	Mon 12/6/21		
5		SALES GROUP	97 days?	Mon 11/1/21	Wed 3/16/22		
6		New Sales Team	65 days	Wed 12/15/21	Wed 3/16/22		
7		Define territories	10 days	Wed 12/15/21	Tue 12/28/21		
8		Initial Search	20 days	Wed 12/29/21	Tue 1/25/22		
9		Selection Process	15 days	Wed 1/26/22	Tue 2/15/22		
10		Offer extended	5 days	Wed 2/16/22	Tue 2/22/22		
11		Training	15 days	Wed 2/23/22	Tue 3/15/22		
12		Start in field	0 days	Wed 3/16/22	Wed 3/16/22		
13		Sales Management	0 days?	Mon 11/1/21	Mon 11/1/21		
14		Assignment/hire				Don't know how we are handling this	
15		DME Development	25 days	Mon 11/15/21	Mon 12/20/21		
16		Define offer/or offers specifically	10 days	Mon 11/15/21	Fri 11/26/21	These may change during discussions	
17		Market research on DME offering	15 days	Mon 11/29/21	Fri 12/17/21		
18		Decision on final offering	0 days	Mon 12/20/21	Mon 12/20/21		
19		MARKETING	229 days?	Mon 11/1/21	Thu 9/15/22		
20		Marketing Plan	229 days?	Mon 11/1/21	Thu 9/15/22		
21		Market assessment	10 days	Mon 11/15/21	Fri 11/26/21	Combined with clinical review	
22		Forecast	5 days	Mon 11/29/21	Fri 12/3/21	Customer interface will help guide unit sales estimate. Are there only 5% of the patients availalbe at 6 months	
23		Marketing plan development time	10 days	Mon 12/6/21	Fri 12/17/21		
24		Marketing plan complete and signed off	0 days	Mon 12/20/21	Mon 12/20/21		
25		Marketing Sub-componen	120 days	Fri 4/1/22	Thu 9/15/22		
26		Literature - End User	120 days	Fri 4/1/22	Thu 9/15/22		
27		START MARKETING EFFORT	0 days	Fri 4/1/22	Fri 4/1/22		
28		White Paper on use	120 days	Fri 4/1/22	Thu 9/15/22	Much of this is defined through customer marketing discussions	
29		Sales literature	15 days	Fri 4/1/22	Thu 4/21/22	Also - guided by customer interface	
30		Video - promotional	20 days	Fri 4/1/22	Thu 4/28/22	Might have something already - but should be same style	
31		In-Service Video	20 days	Fri 4/1/22	Thu 4/28/22		
32		Literature - DME	129 days?	Mon 11/1/21	Thu 4/28/22		
33		Sales literature	20 days	Fri 4/1/22	Thu 4/28/22		
34		Training on submission	20 days	Fri 4/1/22	Thu 4/28/22		
35		Patient instructions/help	20 days	Fri 4/1/22	Thu 4/28/22		
36		Web	0 days?	Mon 11/1/21	Mon 11/1/21		
37		Website/page					
38		Training Materials					
39		Market development	0 days?	Mon 11/1/21	Mon 11/1/21		
40		Clinical research/publication to	0 days?	Mon 11/1/21	Mon 11/1/21		
41		Clinical Paper				There is a lot here to discuss	
42		Poster Exhibit					
43		ADVERTISING PROMOTION	82 days?	Mon 11/1/21	Wed 2/23/22		
44		Advertising	0 days	Wed 2/23/22	Wed 2/23/22		
45		Web based placement in clinical online journals					
46		Print ads	0 days	Wed 2/23/22	Wed 2/23/22		
47		Ad WOCN Introduce	0 days	Wed 2/23/22	Wed 2/23/22	This just a placeholder: for example dependent on offers extended to sales people	
48		Ad Wound Today				This just a placeholder	
49		PPC advertising and related landing pages					
50		Trade Shows	0 days?	Mon 11/1/21	Mon 11/1/21		
51		WOCN					

Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22

Project: WoundExpress MARKE
Date: Fri 5/17/24

Task

Split

Milestone

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ID		Task	Task Name	Duration	Start	Finish	Notes	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22
52			CLINICAL/MARKET REVIEW	0 days?	Mon 11/1/21	Mon 11/1/21		CLINICAL/MARKET REVIEW 11/1														
53			Develop understanding of how clinic works				Assessment of basic clinic functions to guide sales approach															
54			Understand how clinician views "remote ischemic				Understanding of what customer thinks of WoundExpress; help to define approach															
55			OPERATIONAL ISSUES	38 days?	Sun 10/10/21	Wed 12/1/21		OPERATIONAL ISSUES														
56			Creation of operational plan	20 days	Mon 11/1/21	Fri 11/26/21		Creation of operational plan														
57			Identification of operational plan	1 day?	Mon 11/29/21	Mon 11/29/21		Identification of operational plan														
58			Depot stocking/plans	1 day?	Tue 11/30/21	Tue 11/30/21		Depot stocking/plans														
59			Ready to sell	1 day?	Wed 12/1/21	Wed 12/1/21		Ready to sell														
60			Clinical Support	5 days	Sun 10/10/21	Sun 10/17/21		Clinical Support														
61			Support DME	7 days	Sun 10/10/21	Sun 10/17/21		Support DME														
62			Support Patient																			
63			GO TO MARKET																			