Project Name	GleapCard Launch + First Drop	**Project Coordinator Name**	
Budget Source	[Captivate Client, Internal Project]	HGR	

Report Date	[must be dated on a Wednesday prior to L10]		
Start Date:	[Start on a Thursday] 10/10/24	End Date:	[End on a Wednesday] 10/16/24

Sprint target: By the end of this sprint these are the target deliverables. These are taken from the schedule portion of Basecamp.

1	Update on finding new influencers
2	Downloaded tiktok post of the influencer and sharing update
3	Boost Ads - Budget request update
4	Segueway proposal of Gleapcard to TNC office to office presentation
5	Reach out again to SMDC and Filinvest to ask the work around of thier flyer and propose to them that we can create thier flyer with QR code
6	Email campaigns updates
7	Template of contract for the affiliate program

Mid Week Discussion   By the middle of the week, the team has a discussion and these were clarifications made or items discussed.

1	Same update last week, still looking for the potential influencers with the help of Mommy Kate.
2	Video from tiktok already posted. Nikki is also waiting for Chris Callejo another influencer video for posting and sharing.
3	For boosted ads, Nikki is still waiting for the approval of the request budget. As of last tuesday no update on this.
4	Still no update because no one confirm yet from the previous email proposal sent.
5	We are trying to reach out SMDC and Filinvest but they are still busy but Nikki will might get a tentative meeting on tuesday via phone for both client.
6	Email campaign artworks are done and export, the campaigns have been scheduled and we already sent the first email with 3 CTA for testing.
7	Template of contract for affiliate programs will send by Nikki via group chat.

Status: Project is OFF TRACK.

If off-track:

What is the reason of not meeting this week's sprint targets? Is this clear among all team members?

Although we have closed some of the sprints, there are still some to-dos to work out.

How to close delay and action plan to get back on track

Sending out the email campaign plan to see the impact of introducing the product to many.

What will this delay cost? Does everyone understand this cost?

Are we pushing a launch? Will it mean the end of this project will be pushed by 1 week?
- Introducing the product via email campaign

Accountability Charter: We affix our signatures below to acknowledge that this report is the true picture of what happened this week for this project.

KTS   Jan/MLT

Nikki   Michelle

Anne   HGR