Community Project Trajectory

Milestones

Growth Phase - Ongoing
- Community growth planning
- Transition planning
- Governance and metrics

Launch Phase - Operational
- Design platform features & functionality
- Engaging, retaining and growing membership
- Content co-planning
- Community best practices roadmap

Planning Phase - Strategic
- Business plan
- Audience research
- Benchmarking
- Positioning

Grow and Monetize

Launch

Beta Launch

Ongoing Risks
- Inadequate customer support
- Audience fragmentation
- Weak community leadership
- Missing performance metrics

Operational Risks
- Technology delivery failure
- Poor audience outreach response
- Content planning delays
- Insufficient user engagement resources

Planning Risks
- Incorrect ROI assumptions
- Target audience needs & business goals misaligned
- Competitive overlap
- Brand confusion

Risks

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