Online Community Milestones And Risks

MILESTONES

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

GROW AND MONETIZE

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

- Inadequate customer support
- Member fragmentation
- Weak community leadership
- Missing performance metrics

LAUNCH

Planning Phase - Strategic
- Business plan
- Member requirements
- Competitive benchmarking
- Positive positioning & validation

- Technology delivery failure
- Poor membership outreach response
- Content planning delays
- Insufficient member engagement resources

BETA LAUNCH

- Incorrect ROI assumptions
- Misaligned membership requirements
- Competitive overlap
- Brand confusion

RISKS