

| ID | Task Mode | Task Name | Duration | Start | Finish | Predecessor | 2014 | | | | | | | 2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|-----------|------------------------------------|-----------------|--------------------|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | | | | | | | Apr 13, '14 | Apr 14, '14 | Apr 15, '14 | Apr 16, '14 | Apr 17, '14 | Apr 18, '14 | Apr 19, '14 | Apr 20, '14 | Jun 22, '14 | Jun 23, '14 | Jun 24, '14 | Jun 25, '14 | Jun 26, '14 | Jun 27, '14 | Jun 28, '14 | Jun 29, '14 | Aug 31, '14 | Aug 31, '14 | Aug 31, '14 | Aug 31, '14 | Aug 31, '14 | Aug 31, '14 | Aug 31, '14 | Aug 31, '14 | Nov 9, '14 | Nov 9, '14 | Nov 9, '14 | Nov 9, '14 | Nov 9, '14 | Nov 9, '14 | Nov 9, '14 | Nov 9, '14 | Jan 18, '15 | Jan 18, '15 | Jan 18, '15 | Jan 18, '15 | Jan 18, '15 | Jan 18, '15 | Jan 18, '15 | Jan 18, '15 | Mar 29, '15 |
| | | | | | | | M | F | T | S | W | S | T | M | F | T | S | W | S | T | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | | Marketing Strategy | 33 days? | Fri 5/16/14 | Tue 7/1/14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | | mission, goal, objectives | 1 day? | Fri 5/16/14 | Fri 5/16/14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | | competitive analysis | 3 days | Mon 5/19/14 | Wed 5/21/14 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | | customer and segment analysis | 14 days | Thu 5/22/14 | Tue 6/10/14 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | | product and features analysis | 7 days | Wed 6/11/14 | Thu 6/19/14 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | | strategic development/interviews | 1 day | Fri 6/20/14 | Fri 6/20/14 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | | team and skills assessment/HR | 7 days | Mon 6/23/14 | Tue 7/1/14 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | | issues, risk | 1 day | Mon 5/26/14 | Mon 5/26/14 | 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | | budget and resources analysis | 1 day? | Tue 5/27/14 | Tue 5/27/14 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | | strategic report, review, approval | 3 days | Wed 5/28/14 | Fri 5/30/14 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | | recruitment | 14 days | Mon 6/2/14 | Thu 6/19/14 | 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | | Marketing Mix Development | 47 days | Fri 6/20/14 | Mon 8/25/14 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | | product roadmap | 3 days | Fri 6/20/14 | Tue 6/24/14 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | | solution planning | 3 days | Fri 6/20/14 | Tue 6/24/14 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | | sales planning | 14 days | Mon 6/23/14 | Thu 7/10/14 | 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | | value planning | 14 days | Mon 6/23/14 | Thu 7/10/14 | 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | | positioning | 3 days | Mon 6/23/14 | Wed 6/25/14 | 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Project: Project1
Date: Fri 5/2/14

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|-----------------|--|--------------------|--|-----------------------|--|
| Task | | External Milestone | | Manual Summary Rollup | |
| Split | | Inactive Task | | Manual Summary | |
| Milestone | | Inactive Milestone | | Start-only | |
| Summary | | Inactive Summary | | Finish-only | |
| Project Summary | | Manual Task | | Deadline | |
| External Tasks | | Duration-only | | Progress | |

