

MMNT

90-Day Execution Plan

Seed → Launch → Traction

Q1–Q2 2026 | Founder-Led Sprint

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OVERVIEW

90 Days to Ignition

This plan covers the first 90 days of Mmnt's execution — from seed close through our first live artist drop. Every task is sequenced to de-risk capital deployment, validate the core product loop, and build the artist relationships that will define our first year. We operate in 30-day sprints with clear owners, KPIs, and go/no-go decision gates.

"Move with urgency. Build with intention. Ship the thing."

90-DAY OKRs

Objectives & Key Results

OBJECTIVE	KEY RESULTS
Close Seed Round	→ \$500K–\$1.5M raised → Lead investor signed → SAFEs or priced round closed
Secure Anchor Artists	→ 5 signed artist agreements → At least 3 with 500K+ social followers → First drop event scheduled
Ship Core Product	→ Web app live (waitlist + drop flow) → Presence Ring UX validated → Mobile-ready PWA
Onboard First Users	→ 5,000 waitlist signups → 500 founding member slots claimed → NPS > 60 from early cohort
Build the Team	→ Lead engineer (top 2%) retained → Designer onboarded → Artist relations lead hired

Foundation: Close, Hire, Build

Days 1–30 are about establishing the three pillars of execution: capital, engineering, and artist relationships. No product ships without all three in motion.

TASK / DELIVERABLE	OWNER	STATUS	NOTES
Close seed funding documents	Founder	Week 1	SAFEs or priced round with lead investor
Retain top-2% engineer (freelance → full-time path)	Founder	Week 1	Design doc review, trial sprint, offer
Begin artist outreach: TLC, Brandy, Monica, Ginuwine, Dru Hill	Founder	Week 1–2	DMs + manager emails + intro calls
Design doc finalized with engineering lead	Eng Lead	Week 2	Tech stack, data model, drop mechanics
PRD v1 drafted and reviewed	Founder + Eng	Week 2	Covers MVP feature set only
Logo and brand identity finalized (based on UXR study)	Designer	Week 2	Presence Ring confirmed as hero mark
Domain live: ownthemmnt.io	Eng Lead	Week 1	DNS, hosting, SSL
Marketing site live with waitlist capture	Eng + Design	Week 2–3	Email capture, exclusivity tone, 2026 launch signal
First artist agreement template drafted	Founder + Legal	Week 3	Rev share, drop rights, usage terms
Waitlist marketing campaign: social + email	Founder	Week 3–4	Nostalgia angle, 1990s artists, fan energy
First artist letter of intent (LOI) signed	Founder	Week 4	Target: Brandy or Monica as anchor

Sprint 1 Exit Criteria

- Seed round closed or LOI signed with lead investor
- Engineering lead retained on contract
- 1+ artist LOI signed
- Marketing site live with >1,000 waitlist signups

→ Design doc v1 complete

Build: Ship the Core Product Loop

Days 31–60 are engineering-heavy. The goal is to have a working drop flow — end-to-end, artist to fan — in private beta by Day 60.

TASK / DELIVERABLE	OWNER	STATUS	NOTES
User auth system (email + social login)	Eng Lead	Week 5	No wallet required for first cohort
Presence Ring core UX — drop creation flow	Eng + Design	Week 5–6	Artist creates moment, sets price tier
Drop purchase flow — fan checkout	Eng Lead	Week 6	Stripe integration, fiat-first
Moment collection view — fan profile	Eng Lead	Week 6–7	Shows owned moments with metadata
Artist dashboard v1 — analytics + drops	Eng Lead	Week 7	Revenue, units sold, fan demographics
3 additional artist agreements signed	Founder	Week 5–6	Target: 5 total by Sprint 2 end
Private beta launch — 500 founding members	Founder	Week 8	From waitlist; NPS survey built in
Press outreach: 2 music media contacts	Founder	Week 7–8	Pitchfork, Complex, or Billboard angle
Investor update #1 sent	Founder	Week 8	Sprint 1 results, Sprint 2 progress

Sprint 2 Exit Criteria

- Core drop flow functional end-to-end
- 500 founding members in private beta
- 5 artists signed
- NPS collected from beta cohort (target >60)

Launch: First Live Drop Event

Days 61–90 culminate in the first public live artist drop. This is the moment we've been building toward — proof that the Moment Economy is real.

TASK / DELIVERABLE	OWNER	STATUS	NOTES
First live drop event: anchor artist goes live	Founder + Artist	Day 75–80	Streamed, announced 1 week prior
Drop promotion campaign: artist posts to fans	Artist + Founder	Week 10	Instagram, TikTok, Twitter push
Moment purchase flow — public launch	Eng Lead	Day 70	Fiat payments live, wallets optional
Press release: 'The Moment Economy Has Arrived'	Founder	Week 10–11	Pitched to music and tech media
Waitlist open → general admission	Eng + Founder	Day 80	Expand from 500 to 5,000 users
Post-drop analytics review	Founder + Eng	Day 85	Revenue, retention, NPS follow-up
Series A prep: deck, data room, target list	Founder	Week 12	Based on live drop performance data
Investor update #2 with live drop results	Founder	Day 90	Performance metrics, next 90-day plan
Hire: artist relations lead	Founder	Week 11–12	Based on deal flow from Sprint 1–2

Sprint 3 Exit Criteria / 90-Day Success

- First live drop event completed
- Revenue generated (target: \$10K+ from first drop)
- 5,000 registered users
- Media coverage from 1+ outlet
- Series A preparation underway

RISK REGISTER

What Could Go Wrong & How We Handle It

RISK	LIKELIHOOD	IMPACT	MITIGATION
Artist takes too long to sign	Medium	High	Have 10 artist targets; only need 5. Start outreach Day 1.
Engineering delays on core flow	Low	High	Top-2% engineer retained; scope MVP tightly; fiat-first (no crypto complexity).
Seed round takes longer than 30 days	Medium	Medium	Founder can operate lean; design doc and artist outreach don't require capital.
Low fan conversion on first drop	Low	Medium	500 founding members pre-warmed. Artist with 1M+ followers. Price tiers start at \$9.
Competitor launches similar product	Low	Medium	Mmnt's moat is artist relationships + Presence Ring UX, not tech stack.

THE COMMITMENT

90 Days. One Goal.

Every day of this plan exists to answer one question: will people pay to own a live moment? By Day 90, we will know. And the data will be undeniable.

"90 days to prove the moment economy is real. Then we scale."

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