

		2021			
		Q1	Q2	Q3	Q4
Internal	Marketing	<ul style="list-style-type: none"> ● Planning 	<ul style="list-style-type: none"> ● Market Research ● Design 	<ul style="list-style-type: none"> ○ Collateral ○ Website ○ Media 	<ul style="list-style-type: none"> ○ Media ○ Launch
	Sales	<ul style="list-style-type: none"> ▲ Prospecting 	<ul style="list-style-type: none"> ▲ Prospecting ▲ Demos 	<ul style="list-style-type: none"> ▲ Prospecting ▲ Demos ▲ Contracting 	<ul style="list-style-type: none"> ▲ Prospecting ▲ Demos ▲ Contracting ▲ Delivery
External	Contract Engineering	<ul style="list-style-type: none"> ◆ Front-End Design ◆ Back-End Design 	<ul style="list-style-type: none"> ◆ Front-End Dev ◆ Back-End Dev 	<ul style="list-style-type: none"> ◇ Integration 	
	Contract Testing			<ul style="list-style-type: none"> □ Test Planning 	<ul style="list-style-type: none"> □ Test Execution □ Handoff