

MDK SE Motor Program - Go-to-Market Plan

Activity	Owner	Due	Status
GTM/Project plan	Ron W.	2/10	complete
Pricing for various motor configurations	Team	2/17	complete
Naming for various motor configurations	Team	2/17	complete
Sales plan and anticipated DSO	Team	3/3	
Quantities for production and anticipated order-to-ship ratio	Team	3/3	
Return on investment (ROI) analysis	Team/Ron W.	4/15	
FMF Partnership deal	Ron W.	3/24	MK involvement/influence
Intellectual Property protection in-place	Ron W.	3/31	Stan Doty guidance
Product and Completed Operations Insurance	Ron W.	3/31	
Editorial calendar review for motor and suspension innovations tests	Ron W.	3/24	get help/input from FMF
Collateral	Team		in progress
Exhaust port choke - data sheet	Erich S.	4/30	in progress
Exhaust port choke - packaging	Erich S.	4/30	in progress
Packaging, branding - black, white, and red look and feel	Erich S.	3/31	in progress
Data sheets for various motor configs	Erich S.	3/31	in progress
Data sheet/flyer with pricing(?) for Indy	Erich S.	2/16	complete
Data sheets & detailed product documentation bundle	Erich S.	3/31	
MDK SE web site section w/n MDKmoto.com	Ron W.	3/31	
Partner page w/ FMF	Ron W.	4/15	
Installation videos	Erich S./Chris	4/30	
Proper maintenance, diagnostics, and tuning guidelines	Erich S.	3/31	in progress
Online promotions(?)	Ron W.	4/30	?
Technical White Paper(?)	TBD	TBD	?
Creative	Team		
Preso for communicating MDK positioning and motor program rationale	Ron W.	3/31	in progress
Banner ads(?)	Ron W.	4/30	?
Co-marketing	Team		
email lists and blast, sponsorships, education, telemktg(?)	Ron W.	4/30	?
Motosport.com placement and promotion online and within the catalog	Bill B./Scott	3/31	MK involvement/influence
FMF Announcement - Press & rider coverage, mentions, articles and reprints	Ron W.	3/31	work w/ FMF
Premier Sponsorship program approx. 10-20 riders, requires quotes/references(?)	Ron W.	4/1	work w/ FMF
Extended Sponsorship program approx. 2K riders	Ron W.	4/1	work w/ FMF
Motosport.com sales toolkit - training support(?)	Ron W.	4/30	?
Availability/Sales KO event	TBD	3/31	?
Lake Whitney, TX, tabletop	Erich S.	3/4	
Demo real - MDK Speed Equipment	Erich S./Chris	3/4	
Field preso/ppt?	Ron W.	3/4	
Signage	Ron W.	3/31	
Upgrade paths / Update notices (?)	TBD	8/15	?