



Here is the "**Community-First**" **Launch Plan** to get your neighbourhood "Mesh-Ready" before the first siren sounds.

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## Phase 1: The "Peacetime" Hook (The Borrow-and-Lend Model)

People rarely download apps "just in case" of a disaster. You need to give them a reason to use it **today**.

- **The Feature:** "Neighbourhood Inventory."
  - **The Strategy:** Position the app as a **Private Community Tool Library**. \* *"Don't buy a power washer, see who on your block has one to lend."*
    - *"Who has a tall ladder I can borrow for 20 minutes?"*
  - **The Result:** Neighbours pre-load their "Skills" and "Assets" into the app during normal times. When a disaster hits, that "Power Washer" owner is already marked as someone with "High-Pressure Water/Hose" assets.
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## Phase 2: The "Safety Social" (Hyper-Local Growth)

Avoid a global marketing campaign. Focus on **Micro-Units** (Apartment buildings, cul-de-sacs, or school districts).

- **The "Block Captain" Program:** Identify one tech-savvy person on every street. Give them a "BeaconMatch" kit (a simple PDF flyer with a QR code).
  - **The "Mesh Test" Party:** Organize a 10-minute "Connectivity Drill" at a local park.
    - Ask everyone to turn off their Cellular Data/Wi-Fi.
    - Send a "Free Pizza at the Pavilion" message through the mesh.
    - When people see it work without the internet, the "magic" of the tech builds instant trust.
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## Phase 3: Strategic Partnerships (The "Top-Down" Push)

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Partner with organizations that people already look to for safety.

- **Homeowners Associations (HOAs):** Pitch BeaconMatch as a free "Value-Add" to community safety.
- **Local Fire Departments:** Ask them to endorse the app. They love it because it handles "Tier 3" problems (clearing a tree, sharing water), which keeps their emergency lines free for "Tier 1" life-or-death situations.
- **Outdoor/Hiking Clubs:** These groups already understand "No Signal" zones. They will be your earliest and most active "Power Users."

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## Phase 4: The "Trust Incentive" (Gamification)

How do you encourage people to verify their skills?

- **The "Verified Responder" Badge:** Users who upload a First Aid cert or a professional license get a gold badge.
- **Community Vouching:** If I borrow your ladder and return it, I give you a "Trust Point."
- **The Result:** In a disaster, the app prioritizes "Matches" with high Trust Points, ensuring the community helps itself effectively.

Week	Goal	Action
Week 1	The Core	Get 10 "Founding Neighbours" to upload their tool inventory.
Week 2	The Test	Run a "Mesh-Only" scavenger hunt in a local park.
Week 3	The Expansion	Post QR-code flyers at local coffee shops and community centers.
Week 4	The Drill	Conduct a "Neighbourhood Safety Check" where everyone taps "I am Safe."