



AE1™ Product Launch Milestones

AUGUST

Demo Update
Friends Demo Launch
 Content Freeze
Market Research Blast
 Competitive Update
 Collateral Update
 Media Training
Business Plan Update
 Wave 1 Media Kits
 Wave 1 Analyst Brief
 Dbusiness Press Release
 MAVA Press Release
 NE Venture Press Release
 Radio Interview, WWRC

SEPTEMBER

Code Freeze
Web Site Update - AE1 Live
 Testing
 Potomac Tech Journal
 GreatIdeasRadio.com
 Wave 2 Analyst Tour
GA Press Release
MAVA Participation
 Channel 4 News
 NE Venture Conference
 First Tuesday Sponsorship
AE1 Launch Celebration
 WIT Golf Tournament
 Industry Standard Roof Party
SSPA Horizons Conference
 BATV Shoot
 Partner Launch Press Release

OCTOBER

Web Site Update
BATV Show Airst
 Direct Mail
Webcast #1
 Press Releases
Gartner ITxpo
ZDNet CRM West
Internet World
 Collateral Update
 Research Follow-up
 Event Wrappers
 Advertising

NOVEMBER

New Feature Plan
Webcast #2
 Press Releases
Quickstart Program
 Lead Follow-up
 FAQ Conversion Kit
 Event Wrappers
 Multimedia CD-ROM

Shows and Events

MAVA Capital Connection 2000	Sept. 5 - 6	Washington, DC
NE Venture Conference	Sept. 11 - 13	New York
First Tuesday	Sept. 12	Washington, DC
AE1 Launch Celebration	Sept. 15	Washington, DC
SSPA Horizons 2001	Sept. 18 - 21	Orlando
WIT Golf Tournament	Sept. 19	Washington, DC
Industry Standard Roof Party	Sept. 20	Washington, DC
Webcast #1	Oct. 12	
Gartner ITxpo	Oct. 16 - 20	Orlando
ZDNet CRM West	Oct. 24 - 26	San Francisco
Internet World	Oct. 25 - 27	New York
Webcast #2	Nov. 9	

Messaging and Collateral

AE1 Tech Sheet	Partner Program Description	Messaging DOC
AE1 Solution/Case Studies	White Papers	FAQ/FACTS Sheets
CD2 Service Description	Analyst Reprints	Linguistic Tool Kit
CD2 Quickstart Program	Article Reprints	



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