



(my)cards

DOWNLOADS



85 nett

(after uninstalls) · 399 gross

vs 153 last week · -44.4% · Google Play reporting still incorrect.

(my)cards

ACTIVE USERS



14,847

unique actives

vs 14,755 last week · +0.6%

(my)cards

OPENS & SCANS



14,847 opens

vs 14,755 last week · +0.6%

12,431 scans

vs 12,365 last week · +0.5%

(my)cards

ACTIVE SUBSCRIPTIONS

56

active subscriptions

| | |
|---------|-----------|
| Annual | 22 |
| Monthly | 34 |
| Comp | 0 |
| Legacy | 0 |

(my)cards

NOTIFIABLE DEVICES

—

GraphQL deviceStats pull failed, so this card is intentionally blank rather than using stale totals.

(my)cards

TOP STORE THIS WEEK



Checkers 2,962 scans



Q2 EXECUTION TRACKER

AWAITING REVIEW

(my)cards



MAY

Version 2 Launch

JUNE

Version 2.1

JULY

Version 2.2

LAUNCHING

(my)loyalty



MAY

Private launch + waitlist opens 18 May

JUNE

Public launch + first e-commerce integration

JULY

Continue e-commerce integrations + point-of-sale integrations

IN PROGRESS

Ignis Labs Data Warehouse



MAY

Release Dashboard to EXCO

JUNE

N/A

JULY

N/A

PLANNING

DOOHTools



MAY

Foundational Development and Integration of DOOHShare into DOOHTools.

JUNE

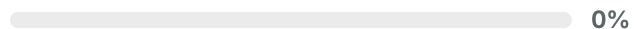
Internal Testing with Tractor

JULY

Prepare for Public Launch
Integrate Payments
Final Security / AI eval checks

P1

Internal DoohClick Platform



MAY

Post-Campaign Reporting + All Unite

JUNE

TBC

JULY

TBC

ACTIVE

Consulting/Fractional CTO

40-HOUR ALLOCATION

MAY

100% Allocated

40-HOUR ALLOCATION

JUNE

Over/Under Allocated based on Percentage

40-HOUR ALLOCATION

JULY

Over/Under Allocated based on Percentage