

PROJECT: SRQ.BUTTS Roadmap

Phase 1: Butt Beginnings

- **Status:** Bootyliciously Completed.
- **Objectives:**
 - Validate the bold concept behind artistic rear renditions.
 - Craft the first booty masterpiece using our 3D scanning and printing magic.
 - Launch a website to tease our project and gain interest across the board.

Phase 2: Development & Engagement

- **Timeline:** 1-2 months
- **Objectives:**
 - **Expand Our Collection:**
 - Fine-tune our scanning technique for precision.
 - Entice participants with offers like free access to the final product, a spot on our Wall of Fame, or simply a cold beer for their troubles.
 - **Refine Our Production Process:**
 - Improve our 3D artistry for sculptures that stand the test of time—and weather.
 - Experiment with various molding materials for the perfect balance of form and function.
 - **Community Engagement:**
 - Grow our social presence with engaging tales and sneak peeks of our beautiful art.
 - Forge alliances with local establishments and creatives for a buzz.

Phase 3: Pre-Launch Polish

- **Timeline:** 3-4 Months
- **Objectives:**
- **Finalize Production Pipeline:**
 - Streamline our end-to-end process, from scan to sculpture, ensuring each piece is a masterpiece.
- **Build Inventory:**
 - Complete a collection of at least 20 sculptures.

- **Marketing and Public Relations:**
 - Unveil a campaign that showcases our project's uniqueness and its cultural contribution.
 - Collaborate with local influencers and media for a launch that's as talked about as it is viewed.
- **Website Enhancement:**
 - Revamp our site with a visual feast of our sculptures.
 - Tease the locations of our art with an interactive map or clues, adding an element of treasure hunting.

Phase 4: The Big Reveal

- **Timeline:** 4-5 Months.
- **Objectives:**
- **Install Sculptures:**
 - Strategically (obscurely) place our sculptures in the downtown Sarasota area
- **Launch Event:**
 - Celebrate our public unveiling with an event that's as memorable as our sculptures.
- **Community Participation:**
 - Engage the community with fun activities like a scavenger hunt or quirky social media challenges centered around our installations.

Phase 5: Expansion and Evolution

- **Timeline:** 6-7 Months onwards.
- **Objectives:**
 - **Feedback and Iteration:**
 - Embrace community feedback, using it to shape future sculptures and placements.
 - **New Locations and Collaborations:**
 - Seek new territories and partners to spread the butts.
 - **Product Diversification:**
 - Expand our offerings, perhaps introducing smaller, home-friendly versions or exploring new artistic directions.