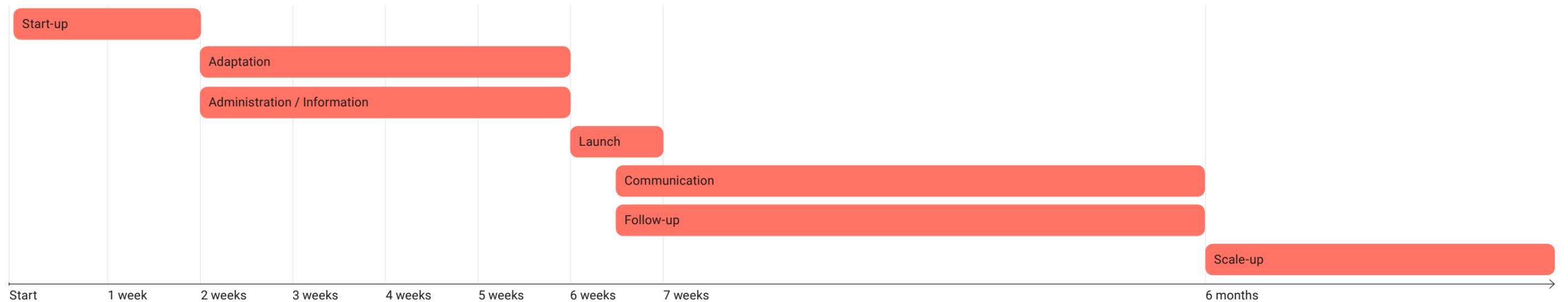**tmpl**

From onboarding to scale-up

The process from the start of a project to scaling up is described and exemplified below.

In this example, the initial project consists of a White Label app, with no integrations, that will be used in 400 spaces, which could be households. The customer's total holding comprises 8,000 spaces.

Start-up
Time taken: 2 weeks

The start-up phase is preceded by decisions regarding collaboration on an initial project and a White Label app. The initial project and adaptation of the app's graphic design are defined in the start-up phase. Decisions are taken regarding any possible integrations. This determines the time taken to adapt the app.

The customer needs to analyze which functions, together with accompanying content, will be included in the platform to make it indispensable for the end user.

Adaption
Time taken: 4 weeks

Tmpl creates the customer's White Label app according to an approved design proposal and the desired technical adaptations. Prior to the app's publication on App Store and Google Play, the customer is given access to the app for the purpose of reviewing and approving.

Administration / Information
Time taken: 4 weeks

The customer provides data* for Tmpl to add to the platform and its various modules/functions. During the initial project, Tmpl then provides the customer with the information that needs to be passed on to the end users for registration on the platform. The customer's project manager is given training in Tmpl's administration tool, after which the administrative work is gradually handed over to the customer.

The customer informs the end users about the platform, one option being to mail information at an early stage and follow it up with an information meeting.

*For example, apartment information, shared resources and documents

Launch
Time taken: 1 week

The customer's app is available for download. The customer distributes registration and log-in information to end users who can now start to use the app. At least one person from the customer's organization needs to be available for user support cases.

Communication
Time taken: 6 months

Enabling best use of the app requires the customer to communicate actively via the app. Its content needs to be optimized to ensure it is used. At least one person must be designated to provide continuous coverage and answer questions, inform and update app content.

Follow-up
Time taken: 6 months

The customer and Tmpl continuously follow up the project prior to scaling up. The customer organization also needs to conduct an internal evaluation of the project.

Scale-up
Ongoing

The scaling up phase is preceded by the decision that the platform will be gradually made available to the customer's entire holdings — the customer digitizes its operations and customer communication at the same time as the end users' daily lives are made easier. Tmpl recommends initiating the scale-up six months after launching the app.

In this example, 500 spaces are added to the platform every third week. Communities* are created and administered via the administration tool. When a community has been created, the Launch and Communication stages are continued.

*One or more addresses can be linked to one community, where the users have access to the same functions and contents on the platform

Resources

A project manager is needed to drive the project from the customer's side, with the support of resources from marketing and the IT department among others.