

Retiree Rate Calculator Kit

Retiree Rate Calculator Kit - Private Version Build Plan

Project Overview

Venture ID: d62ec65d-5f83-45c3-8df4-ed2851db91cc

Stage: CREATE

Task ID: b71c63d1-080e-4624-b6b1-70c786d9a08f

Implementation Plan

Phase 1: Core Development (0-24 hours)

1. Calculator Development

- Build basic retirement rate calculator with key inputs:
- Current age
- Retirement age
- Current annual income
- Expected annual raise percentage
- Expected inflation rate
- Implement calculation logic to show:
- Projected retirement income
- Years needed to retire
- Savings required

1. Landing Page Creation

- Design simple, clean landing page with:
- Clear value proposition
- Download button for calculator kit
- Basic contact form for sign-ups
- Implement Google Analytics tracking

1. Basic SEO Setup

- Create meta tags with relevant keywords
- Set up basic sitemap
- Begin keyword research for retirement calculators

Phase 2: Distribution Setup (24-48 hours)

1. Download Package Preparation

- Create downloadable ZIP file with:
- Calculator code (HTML/CSS/JS)
- Basic documentation
- Sample implementation guide

1. Social Media Promotion

- Create LinkedIn posts targeting retirement professionals
- Post in Facebook groups for retirees and financial planners
- Tweet about the tool to retirement-focused audiences

1. Forum Engagement

- Identify 5-10 active retirement forums
- Create forum signatures with tool reference
- Post initial topic about the calculator's benefits

Phase 3: Monitoring and Iteration (48 hours)

1. Performance Tracking

- Set up Google Analytics goals for downloads
- Monitor email sign-ups from landing page
- Track referral sources

1. Initial Feedback Collection

- Create simple feedback form
- Begin collecting user suggestions

1. Kill Rule Checkpoint

- After 48 hours, verify:

- At least 3 email sign-ups
- No immediate revenue (as expected)
- If sign-ups <3, consider pivoting or expanding promotion

Maintenance Plan Implementation

1. Quarterly Updates

- Schedule calendar for updates
- Set up version control system

1. Feedback System

- Implement basic feedback collection
- Create response protocol

1. SEO Monitoring

- Set up Google Search Console
- Begin tracking keyword rankings

Risk Mitigation

1. Kill Rule Monitoring

- Track sign-ups daily
- Prepare to pivot if no progress after 3 iterations

1. Boost Rule Preparation

- Identify potential monetization paths (e.g., premium versions)
- Research affiliate opportunities

1. Clone Rule Strategy

- Prepare to duplicate successful elements if revenue reaches \$100

Next Steps

1. Begin development of core calculator functionality
2. Set up landing page infrastructure
3. Begin social media and forum outreach
4. Establish monitoring systems for performance tracking

This plan aligns with the venture's goals while maintaining flexibility for iteration based on the kill/boost/clone rules. The 48-hour checkpoint ensures we can make data-driven decisions about continuing or pivoting the project.