NumoniX

Launch Roadmap — August 2026 to Post-Launch

Novavec Ltd · Prepared 12 August 2026 · Updated 19 August 2026 · Target launch: end of Q1 2027

Overview

The app build is complete. Ear training is implemented, the Harmonic Builder is done, and the frontend work is finished. What remains falls into four streams that run partly in parallel: content population, website and payment infrastructure, the founder programme, and store testing and submission.

The critical path runs through the Laravel backend work. Paddle wiring, the founder entitlement system, and transactional email all sit with Imtiaz and need to be scoped and estimated early, because everything downstream depends on them. Content upload is yours alone and can run alongside without blocking anything.

Two external dependencies sit outside your control. The CMA decision on Apple steering is expected in Q4 2026 and determines whether you need Apple in-app purchase for UK users. Paddle domain approval requires a live, functioning website and can take several days to a few weeks.

Phase 1 — Content and Configuration

August to September 2026

This is your work, not Webgenius's. It runs in parallel with everything in Phase 2 and does not block the backend stream.

Ref	Task	Owner	Duration
1.1	Upload all lesson content to the CMS (30 lessons, Chapters 1–23 plus decimals)	Lee	4–5 weeks
1.2	Upload Core Theory content	Lee	1 week
1.3	Upload case studies content	Lee	1–2 weeks
1.4	Upload quiz content and verify quiz logic	Lee	1 week
1.5	Set Functional Ear Training parameters (stages, levels, exercise sets)	Lee	1–2 weeks
1.6	Full content QA pass — check rendering of all block types across all screen types	Lee	1 week
1.7	Verify tier gating: confirm 6 free lessons, partial Core Theory, partial case studies, partial ear training display correctly for Free tier	Lee / Imtiaz	2–3 days

Content upload is the single longest task in the roadmap and the easiest to underestimate. Start immediately and treat the CMS as the bottleneck it is. If upload proves slower than expected, this is the item that will push the launch date, so track progress weekly against a fixed lesson count.

Phase 2 — Website and Paddle Foundation

September to October 2026

Paddle will not approve your domain until numonix.app is live and functioning with product, pricing, and terms clearly visible. The website therefore has to be built before the payment integration can be tested in production.

Ref	Task	Owner	Duration
2.1	Build out numonix.app: home, product pages, membership and pricing page, FAQ, support contact	Lee / Webgenius	3–4 weeks
2.2	Publish Terms of Use, Privacy Policy, Refund Policy (already drafted)	Lee	2 days
2.3	Confirm SSL / HTTPS across the full domain	Webgenius	1 day
2.4	Create Paddle products: Tier 1, Tier 2 standard (£59), Tier 2 founder (£24.99)	Lee	2–3 days
2.5	Submit numonix.app for Paddle domain verification	Lee	1 day (then 3–14 days review)
2.6	Complete Paddle identity and company verification (Novavec Ltd docs)	Lee	2–3 days
2.7	Set up Paddle sandbox account for development testing	Imtiaz	1 day

Submit for Paddle domain approval as early as the site allows. Approval is not guaranteed to be instant, and a rejection means a fix-and-resubmit cycle you do not want landing in January.

Phase 3 — Backend Development

October to November 2026

This is the largest remaining development block and sits entirely with Imtiaz. Get it scoped and estimated before the end of September so you know whether it fits the window.

Store account setup — complete

Ref	Task	Owner	Duration
3.0	Register Google Play as an organization account under Novavec Ltd; obtain D-U-N-S number and complete business verification	Lee	Done

Already complete — Google Play organization account is verified with a D-U-N-S number under Novavec Ltd. This removes Google's 12-tester, 14-day closed testing requirement entirely, since that only applies to personal developer accounts.

Payment integration

Ref	Task	Owner	Duration
3.1	Install and configure Laravel Cashier Paddle; add Billable trait, run migrations	Imtiaz	2–3 days
3.2	Configure webhook endpoint at /paddle/webhook; verify Ed25519 signature handling	Imtiaz	2 days
3.3	Handle subscription lifecycle events: created, updated, cancelled, payment failed	Imtiaz	3–4 days
3.4	Embed Paddle Checkout Overlay on the membership page	Lee	2 days
3.5	Wire entitlement logic — Paddle subscription status drives tier assignment	Imtiaz	3–4 days
3.6	Flutter side: tier check on login and app open, upgrade button linking out to numonix.app in external browser	Webgenius	3–4 days

Transactional email

Ref	Task	Owner	Duration
3.7	Set up Postmark or Mailgun; configure Laravel mail and queue	Imtiaz	2 days
3.8	Build email templates: welcome, founder onboarding, trial-ending reminder (with optional review form link and £24.99 offer link), subscription confirmation, password reset	Lee (copy) / Imtiaz (build)	1 week
3.9	Configure SPF, DKIM, DMARC records for numonix.app	Imtiaz	1 day

Founder programme system

Ref	Task	Owner	Duration
3.10	Add founder fields to user model: founder flag, trial expiry, review form completion (optional, not gating)	Imtiaz	2 days
3.11	Build founder registration flow: import accepted applicants from Tally (CSV export/import) and create user records with automatic Tier 2 grant and 30-day expiry from import time; repeatable as a periodic import for post-launch stragglers	Imtiaz	3–4 days
3.12	Build review form (hosted on numonix.app) with submission capture — optional, not required for conversion	Imtiaz	3 days
3.13	Automate trial-ending email at day 25: includes optional review form link and the £24.99 conversion offer, sent to every founder regardless of form completion	Imtiaz	2 days
3.14	Generate unique per-founder £24.99 checkout links via Paddle API; send automatically to all founders at end of 30-day trial	Imtiaz	3–4 days

Ref	Task	Owner	Duration
3.15	Cancellation logic: founder cancels, drops to Free tier at period end, £24.99 link is not reusable	Imtiaz	2 days
3.16	Admin dashboard: founder count, trial status, review form completion rate, conversion rate	Imtiaz	1 week

The founder journey is now a single 30-day free trial, not two stages. Everyone gets the same trial-ending email at day 25 with the £24.99 conversion link — the review form is mentioned as a genuine, appreciated ask, but completing it is not a condition of anything. No second free month, no gating logic needed.

Full sandbox testing of the founder journey — registration through to £24.99 conversion and cancellation — before anything touches production. Budget a week for this at the end of the phase.

Phase 4 — Decision Point and Founder Recruitment

November to December 2026

CMA decision checkpoint

The CMA consultation on Apple steering closed on 28 July 2026 and a decision is expected later this year. Apple formally objected on 30 July, and first compliance deadlines are indicated for H1 2027 — which may fall after your launch.

If the CMA rules in favour of steering and Apple complies in time, you go web-only for all users and no further work is needed. If not, you need to decide whether to add Apple in-app purchase for UK users or launch web-only and accept the risk of rejection on the UK storefront. Reserve two to three weeks of contingency development time in January in case IAP is needed.

Founder recruitment

Ref	Task	Owner	Duration
4.1	Define founder offer terms and write the founder proposition copy	Lee	1 week
4.2	Founder waitlist / registration landing page — done (live, signups captured via Tally, synced to Kit)	Lee	Done
4.3	Launch founder recruitment campaign (organic social, Charlotte)	Lee / Charlotte	6–8 weeks running
4.4	Review and accept/decline applications on a rolling basis; accepted applicants wait for their activation link, sent at launch	Lee	Ongoing
4.5	Track signups against the 1,000–2,000 founder cap	Lee	Ongoing

Founder Access starts at public launch, not before — there's no operational need to distribute the app early via TestFlight or Play testing tracks now that Google Play's organization account removes the mandatory tester requirement. Recruiting and building the waitlist runs now via the existing Tally/Kit signup flow; actual app access and each founder's 30-day clock only begins once they're accepted and the app is live.

One thing to brief Imtiaz on: applications live in Tally and Kit, but activation (7.4) and the 30-day entitlement clock run from the Laravel backend, since that's what actually grants app access. The agreed approach is a one-off CSV export/import for the initial launch cohort — export accepted applicants from Tally, Imtiaz runs a small import script that creates the user records and starts each founder's 30-day clock from import time. For applicants accepted on a rolling basis after launch, repeat this as a simple periodic export (weekly or biweekly) rather than building a live webhook integration — at this volume a few days' delay between acceptance and activation is a non-issue, and it avoids the added complexity of webhook auth, retries and deduplication. This should be scoped as a small addition to task 3.11, not a separate integration project.

Phase 5 — Store Testing

January 2027

NumoniX publishes under Novavec Ltd, and the Google Play organization account is already verified with a D-U-N-S number. That means the mandatory 12-tester, 14-day closed testing gate that applies to personal developer accounts doesn't apply here at all — this phase is simpler than it would otherwise be. Apple has no equivalent minimum tester requirement, but TestFlight is strongly advised regardless.

Ref	Task	Owner	Duration
5.1	Build signed release candidate (AAB for Android, archive for iOS)	Webgenius	3 days
5.2	Google Play: internal testing track with Webgenius and Lee for QA	Lee / Webgenius	1 week, ongoing as needed
5.3	Apple: upload build to App Store Connect, internal TestFlight	Webgenius	2 days
5.4	Apple: external TestFlight, Beta App Review (first build only)	Apple	2–5 days
5.5	Apple: external TestFlight testing window	Testers	2–3 weeks
5.6	Triage feedback, fix issues, rebuild as needed	Webgenius	1–2 weeks

With Google Play verification already done, Apple's TestFlight window is the main store-side time cost remaining — budget three to five weeks for it end to end, including a rebuild cycle if needed.

Phase 6 — Store Listing and Submission

February to March 2027

Ref	Task	Owner	Duration
6.1	Write store listings: title, subtitle, description, keywords (both stores)	Lee	1 week
6.2	Produce screenshots for all required device sizes (1290×2796 master set for iPhone; Android equivalents)	Lee / Webgenius	1 week
6.3	Complete Apple privacy nutrition labels and age rating questionnaire	Lee	2 days
6.4	Complete Google Play data safety form and content rating	Lee	2 days
6.5	Verify privacy policy URL and support contact are live and correct	Lee	1 day
6.6	Apply for Google Play production access	Lee	1 day (then review)
6.7	Submit iOS binary for App Review	Webgenius	1 day (then 24–48hr review)
6.8	Respond to any review feedback and resubmit	Lee / Webgenius	Reserve 2 weeks

Submit on a Monday rather than a Friday so you can respond to review notes inside business hours. Reserve two full weeks for review feedback cycles — rejection on first submission is common and is not a signal that anything is wrong.

Phase 7 — Launch

End of March 2027

Ref	Task	Owner	Duration
7.1	Switch Paddle from sandbox to live	Imtiaz	1 day
7.2	Final end-to-end test: real purchase, webhook, tier grant, app access	Lee / Imtiaz	1 day
7.3	Release apps to production on both stores	Lee	1 day
7.4	Send activation link to every accepted founder applicant; each founder's 30-day Tier 2 trial starts when they click it and create their account, not on a fixed calendar date	System (triggered by Lee)	Launch day, rolling activation after
7.5	Launch communications: email to waitlist, social announcement	Lee / Charlotte	Launch week
7.6	Monitor crash reports, webhook delivery, and signup flow closely	Lee / Webgenius	First 2 weeks

Founder activation is click-triggered, not a single mass event. Sending 1,000–2,000 activation emails on the same day would otherwise mean their day-25 review prompts and day-30 conversion offers all land on the same day too — a rolling start avoids that operational spike and matches how the entitlement system in Phase 3 is already built (each founder's clock runs from their own registration timestamp).

Phase 8 — Post-Launch and Founder Conversion

April to June 2027

The founder programme now runs on a single fixed 30-day clock per founder from their registration date. Because founders register on a rolling basis after launch, conversions will also be rolling rather than a single event.

Ref	Task	Owner	Duration
8.1	Founder trial — free Tier 2 access, automated on registration	System	30 days per founder
8.2	Trial-ending email sent automatically at day 25: optional review form link plus the £24.99 conversion offer, sent regardless of form completion	System	Automated
8.3	Review form submissions — read and log for product feedback; no action required to grant or extend access	Lee / System	Ongoing, ~2 hrs/week
8.4	£24.99 checkout link sent automatically at day 30	System	Automated
8.5	Monitor conversion rate; follow up with non-converters	Lee	Ongoing
8.6	Synthesise review form feedback into a product improvement backlog	Lee	2 weeks (May)
8.7	First post-launch update release addressing founder feedback	Webgenius	June 2027

Founder feedback at 1,000–2,000 responses is a substantial dataset and the most valuable thing the programme produces beyond early revenue. Budget real time in May to read and categorise it properly rather than skimming. Since the form is now optional and unincentivised, response rates will likely be lower than an incentivised gate would produce — worth monitoring early to see how participation trends and whether the ask needs strengthening in the email copy.

Key Milestones and Gates

Date	Milestone	Gate
End Sep 2026	Content upload substantially complete	Blocks launch if late
End Sep 2026	Backend scope agreed and estimated with Imtiaz	Determines feasibility of Q1
Mid Oct 2026	numonix.app live; Paddle domain submitted	Blocks payment testing
End Nov 2026	Paddle domain and account approved	Hard gate on live payments
Q4 2026	CMA decision on Apple steering published	Determines IAP requirement
End Dec 2026	Backend complete and sandbox-tested	Hard gate on testing phase
Done	Google Play organization account verified (D-U-N-S, Novavec Ltd)	Closed testing requirement avoided
Early Feb 2027	Google Play and App Store both ready for submission	Hard gate on launch
Early Mar 2027	Both binaries submitted for review	Reserve 2 weeks for feedback
End Mar 2027	Launch	Target
Apr–Jun 2027	Founder conversions begin	First revenue

Risks and Contingencies

Content upload overrun

The largest single time commitment and the one most likely to slip. If upload is not substantially complete by end of September, either bring in help or reduce the launch content set and add the remainder in a post-launch update.

Backend scope larger than expected

Paddle, email, and the founder system together represent a significant sprint. If Imtiaz estimates beyond eight weeks, consider phasing: launch with Paddle and basic entitlements, and add founder automation as a fast-follow. The founder programme could run semi-manually for the first cohort if needed.

Paddle domain rejection

Mitigated by submitting early. If rejected, the usual causes are incomplete pricing information, missing terms, or an unclear product description on the site. All are quick fixes but each cycle costs days.

Apple IAP requirement for UK

If the CMA decision does not land in your favour before submission, reserve two to three weeks in January to add Apple in-app purchase for UK users via RevenueCat. Alternatively, launch US-first and add the UK storefront once the position is clear.

Founder cap management

At 1,000–2,000 founders on £24.99 against a £59 standard price, the revenue difference is material. Decide the cap firmly before recruitment opens and hold to it, as the discount is permanent for anyone who stays subscribed.

Low review form response rate

Since the form is now optional with no incentive attached, expect a lower completion rate than a gated version would produce. If response volume is too low to be useful for product feedback, consider a lightweight nudge (a follow-up reminder, or asking again post-conversion) rather than reintroducing an incentive.

Immediate Next Actions

The four things to do this month, in order:

- Begin content upload to the CMS — this starts now and runs continuously
- Send Imtiaz the full backend scope (Phase 3) and request an estimate by end of September
- Confirm with Rakib whether a transactional email service already exists on the Laravel backend
- Start planning the numonix.app website build, since Paddle approval depends on it being live