



APPENDIX C

Prospecting Sprint Plan (4-6 weeks)

Week	Minimum activities	Outputs
1	Finalize target list; complete employer profiles; prepare assets; assign owners	Target list + profiles; outreach calendar
2	Initial outreach to Tier 1–2; schedule discovery calls	Discovery calls scheduled
3	Discovery calls; document commitments; refine list	Commitments log complete
4	Design meetings; select pilot model; finalize agreements	Partnership plan + agreements
5–6	Launch pilot and begin tracking; early feedback loop	Starts/participation; early retention plan