



entropy digital

iPhone App Pre-Launch Checklist

Application Name: _____

Application Price: _____

Launch Date: _____

- Application Loaded w/ All Elements & Approved by Apple**
- Release Date Set via iTunes Connect**
- Apple Featured Placement Artwork Complete**
- PR & Marketing Drop Dates Set & Prepared**
- App Review Web Sites (App Vee, etc) Alerted of Pending Launch**
- Twitter/Social Network Announcements Prepared**
- Internal Mail Alerting Staff To Download App**
- Support E-mail Address Tested & Prepared**
- iPhone App Web Landing Page Ready for Launch**
- Post-Launch Support Plan Understood By All Stakeholders (attach)**
- Social Network & App Store Feedback Monitoring Plan Prepared**