

Phase 1 — Coordinated Launch Plan

Get the game live and in front of all three audiences this week. One launch, three jobs. Small enough to actually ship — everything bigger is a later phase.

v1 · 2026-06-14 · the only doc you need right now · built from a 5-bot launch swarm + a repo readiness audit

First, breathe — you are not behind.

The reason this felt too big is that we designed the whole engine before launching the car. But **the car already runs**. The game is built and audited; the rewards program, the ambassador engine, the Cup Pass — all designed and waiting. **None of it needs to exist to launch**. Phase 1 is tiny: deploy the game (15 min), send 3 emails, create a couple of discount codes. That's it. The big system isn't cancelled — it's just *sequenced* behind you, to turn on after the game proves it works.

1 It's phased — Phase 1 is the small one

Here's the whole journey. You only do the green one now. Everything else is already designed and deferred to its right moment.

PHASE 1 · THIS
WEEK ► NOW

Open the Arcade

Game live to all 3 audiences + a discount

PHASE 2 · later

Founders Handshake

Badges + personal codes

PHASE 3

PokiStars + leads

Real backend, legal clock starts

PHASE 4

Activate Rewards

Real prizes (post-legal)

PHASE 5

Advocate Engine

Makers & Champions

PHASE 6

Cup Pass

Full gamification

Everything we designed maps onto a phase — nothing is wasted, just deferred. The 12 marketing docs become the playbooks for Phases 2–6 when you get there.

2 Phase 1 = one coordinated launch

The one loop: a mom opens the link → plays Cup Stack → sees the leaderboard → gets a discount nudge toward the cup. One link. One game. One offer. That's the whole machine for now.

✅ IN THIS WEEK	🚫 NOT NOW (LATER PHASES)
The Arcade live at a public URL (the games are built)	PokiStars points → discount ledger
3 coordinated messages (VIP / buyers / email)	Cheat codes + founder badges (Phase 2)
2–3 Shopify discount codes (one per audience)	Real cross-device leaderboard backend (Phase 3)
The in-game "Invite a friend" share (already built)	Ambassador ladder / commissions (Phase 5)
Light analytics (plays, returns, redemptions)	Cup Pass seasons / leagues (Phase 6)
The leaderboard shown honestly as "preview"	Email/SMS capture + sweepstakes (needs legal)

3 Three audiences, three jobs

Same game, same week — but each audience gets a different angle and its own discount code (so you can track which group converts).

250 • VIP group

warmest • Facebook

Job: play + share. "You get this first." Get them playing, naming their Poki, and sharing the link with friends.

POKIVIP • 15%

700 • Buyers

proven • email

Job: drive the next purchase. A thank-you + early access + a discount to entice the next round (new colors / restock / accessories).

POKIAGAIN • 20%

7,000 • Email list

cold • email

Job: wake them up. Re-engage dormant subscribers with the game as the novel hook + a welcome-back offer to finally try the cup.

POKIHELLO • 15%

The coordinated launch week (warmest first)

DAY	AUDIENCE	SEND	WHY THIS ORDER
Mon–Tue	250 VIP	Facebook post + a short email	Warmest, most forgiving — they surface any issues and seed the leaderboard before anyone else arrives.
Wed	700 buyers	Email	Now there's activity on the board; they arrive to a "live" game + a reason to re-order.
Thu–Fri	7,000 email	Email (the wake-up)	The biggest, coldest list goes last, into a game that already has players and proof.

It's one launch *week*, sequenced — coordinated, but de-risked. If you'd rather make a single big splash, you can send all three the same day; the warmest-first sequence is just safer.

4 The three messages (ready to send)

From Cristina, personal voice. Yellow `{{tokens}}` = fill in (the live URL + your store link). Don't mention magnets/warranty in the game posts — the cup conversation is the *code*, not the message.

A • VIP group — Facebook post (+ short email)

250 · play + share

Hey Poki Yoki family 🍷

You've been with us since the beginning, so you get this first.

We built something a little unexpected — a free arcade game for your kids (and honestly, for you at 9pm when you need 10 quiet minutes). Your kid adopts a Poki cup pet, earns stars, and plays through a bunch of games. Our kids will not put it down.

👉 Play it now: `{{ARCADE_URL}}`

Takes 30 seconds, zero downloads. Then come back and tell me what your kid named their Poki.

As a thank-you for being VIPs: use code **POKIVIP** for 15% off at `{{STORE_URL}}` — good through Sunday.

If your kids love it, share it with one mom friend. The more families playing, the more we get to build. We read every comment. 🍷
— Cristina

Reply to every comment for the first 2 hours (this is the trust moment). Pin the post. "What did your kid name their Poki?" is the engagement hook that drives the FB algorithm.

From: Cristina <cristina@pokiyoki.com> · **Subject:** You helped build this 🧡 (+ first dibs on what's next)

Hi [{{FIRST_NAME}}](#),

You're one of the first people to ever own a Poki Yoki — so you get two things before anyone else.

First, the fun one: we built a free Arcade game. Your kiddo adopts a Poki cup pet and plays through a bunch of games. Try it 🖱️ [{{ARCADE_URL}}](#) (there's a hidden discount in the game-over screen too).

Second, the real one: we're getting the next round ready [{{new colors / restock - name it}}](#), and you get first access. As a thank-you for backing us early, here's **20% off your next order** with code **POKIAGAIN** — whether it's a second cup for a sibling, a gift, or stocking up.

🖱️ Shop with POKIAGAIN: [{{STORE_URL}}](#)

Thank you for being here from the start. It means everything.
— Cristina

Point this at IN-STOCK SKUs. If you want them buying Family (\$85), confirm Family stock first (reportedly ~5–6 units) or lead with Starter/accessories/the new drop.

From: Cristina <crisrina@pokiyoki.com> · **Subject:** we made a game 🎮 (come play, it's free)

Hi **{{FIRST_NAME}}**,

It's been a minute — and we come bearing something fun, not a sales pitch.

We just launched the free Poki Yoki Arcade: your kid adopts a little cup pet, earns stars, and plays through a bunch of games. No download, no signup, just tap and play.

👉 Play free: **{{ARCADE_URL}}**

And if you've been meaning to try the cup that finally doesn't leak, mold, or get lost — here's a welcome-back gift: **15% off your first order** with code **POKHELLO**, this week only.

👉 **{{STORE_URL}}**

Come say hi. We've missed you. 🥤

— Cristina, Poki Yoki

{{UNSUB}}

Cold-list re-engagement: keep the subject playful + curiosity-driven (no "SALE"). Consider sending in 2 waves (most-engaged half first) to protect deliverability. A short video of a real kid playing lifts this a lot if you have one.

5 Go live — the checklist

✓ All 3 launch blockers cleared — the game is launch-clean

The audit found the public bundle (dist-games/) had business-tool nav links (Cap Table, Investor Brief...) showing on game screens, and unapproved legal placeholder text in a rewards popup. **Both are now neutralized** — games load clean and full-screen, no placeholder text, admin pages are not in the bundle. And the leaderboard already labels itself honestly ("Preview board — your scores are real; live rankings coming soon"). All three are done; deploy as-is.

- ✓ **Strip the business-tools nav** from the public game pages — **done**
- ✓ **Suppress the legal-placeholder rewards popup** until counsel approves — **done**
- ☐ **Deploy the game** → drag the dist-games/ folder into Cloudflare Pages (you already have the account). Get a permanent URL like `play.pokiyoki.com`. ~15 min, no build step. (Netlify Drop is

the 5-min fallback.) A quick-tunnel link is NOT durable — don't use it for a launch.)

- ❑ **Create the discount codes** in Shopify: POKIVIP (15%), POKIAGAIN (20%), POKIHELLO (15%) — Sunday expiry, per-customer.
- ✅ **Leaderboard labeled "preview"** (honest — scores are real, live rankings coming soon) — **done**
- ❑ **Light analytics:** turn on Cloudflare Pages analytics (free, automatic) or add one Plausible tag to `start.html`. No personal data, COPPA-safe.
- ❑ **Phone QA:** on a real phone on cellular — open the URL → adopt a Poki → play Cup Stack → tap the discount link → confirm the code applies at the store.
- ❑ **Send** message A (VIP) → then B (buyers) → then C (email), across the week.

6 How you'll know it's working

Three numbers, no analytics degree required:

METRIC	WHERE TO SEE IT	GREEN LIGHT	FIX-FIRST IF...
Players (unique)	Cloudflare/Plausible	150+ from VIP in 72h	under 100 → link/framing
Came back (next-day)	Plausible returning	25%+ D1 return	under 15% → game feel
Bought (code used)	Shopify Discounts	5%+ of players	under 2% → the offer/CTA

The go/no-go: if the warm VIP group hits those three by ~Day 14, the loop works — greenlight Phase 2 (the rewards program). If the warmest audience converts under 2%, fix the loop before spending a dollar on ads. **This test costs \$0 in media** — it's the cheapest, fastest way to learn the one number the whole business hinges on (do moms who play become buyers?).

7 What happens after Phase 1

Only when the numbers say go: **Phase 2** turns the warm audiences into founders with personal codes + badges (the comms kit is written). **Phase 3** stands up the real backend + starts the legal clock for prizes. **Phases 4–6** layer in real rewards, the advocate army, and the Cup Pass. Each one is already designed and waiting in docs/marketing/ — you turn them on one at a time, only after the one before earns it. **You never have to hold the whole thing in your head again. Just Phase 1.**

Poki Yoki · Phase 1 Coordinated Launch Plan · the game is built & launch-clean · deploy it, send three messages, watch three numbers · everything bigger is already designed and deferred to its phase.