

PREPARED FOR

Noemi Kis

Your Arc Launch timeline, from discovery to a live site at noemikis.com. Updated Oct 20, 2026.

Your Arc Launch *timeline*

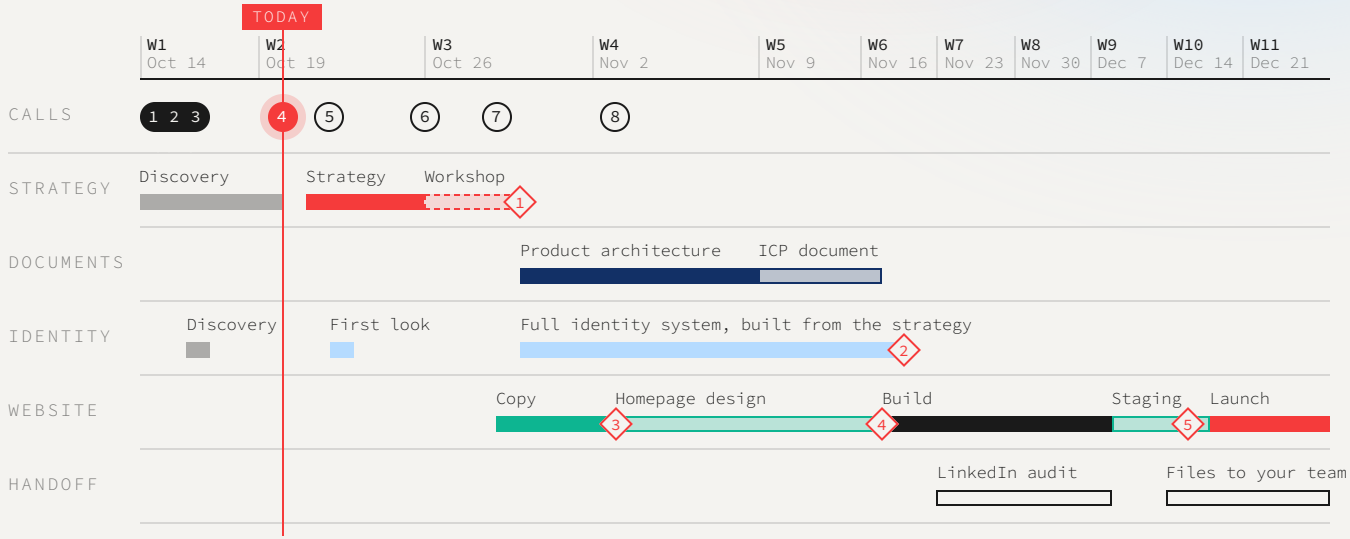
Strategy comes first. It sets the guidelines and parameters your brand lives within and how it operates online. Your product architecture and ICP documents sit next to it, and your identity and website are built from all three.

Week 2 — DISCOVERY WRAPS TODAY

Oct 26 — BRAND STRATEGY PRESENTED

5 — SIGN-OFFS FROM YOU

Dec 28 — LAUNCH AND HANDOFF



YOUR CALLS

1	Kickoff and Discovery 1	Oct 14
2	Discovery 2	Oct 15
3	Visual discovery	Oct 16
4	Product architecture	Today, 9 AM PT
5	Visual identity, first look	Oct 22
6	Brand strategy presentation	Oct 26
+	Strategy workshop on your feedback	If needed
7	Homepage copy and sitemap	Oct 29
8	Homepage design	Nov 3

WHERE YOU SIGN OFF

1	Brand strategy	Week 3
2	Visual identity	Week 6
3	Sitemap and homepage copy	Week 4
4	Homepage design	Week 6
5	Staging site, before launch	Week 10

WHAT WE NEED FROM YOU

Photos from your archive	This week
Access to LinkedIn and Instagram	This week
Notes on each deliverable	Within 15 days
Domain access for noemikis.com	Launch week