

APPROVED LAUNCH PLAN

Northstar pilot

Approved 14 March 2026 · fictional evaluation document

SCHEDULE AND CAPACITY

The Northstar pilot is scheduled for 18 September 2026 in Brighton. The initial cohort is capped at 240 customers. Invitations must be sent by 20 August.

EXPANSION CONDITION

The launch team may expand the cohort only after the support lead confirms that the median first-response time has remained below four hours for seven consecutive days.

OWNERS

Mira owns invitation delivery, Jonah owns support readiness, and Elise owns payment verification.