

PAYPAL MEXICO INSTAGRAM REDESIGN TIMELINE

**All Dates Based on PT*

DEV	Pitch Qualification Phase Launch:	Tue, 06 /15
	Pitch Qualification Phase:	Tue, 06 /15 - Mon, 06 /21
	Creators Selected to Prepare Pitches:	Mon, 06 /21
	Creators Prepare Pitches:	Tue, 06 /22 - Fri, 06 /25
	Pitches Delivered to PayPal:	Fri, 06 /25
	Pitch Selected by PayPal (w/ any notes on proofs of concepts):	Wed, 06 /30
	Creator Greenlit:	Wed, 06 /30
JULY	Revised Priority Assets + July Treatment Due:	Fri, 07 /02
	PayPal Approval of Priority Assets + Notes on July Treatment Due:	Mon, 07 /05
	Master Files for Priority Assets Due to Tongal:	Tue, 07 /06
	Tongal QC of Priority Assets:	Tue, 07 /06 by EOD
	Delivery of July Priority Assets:	Tue, 07 /06 by EOD
	Rough Cuts of Remaining July Assets Due:	Fri, 07 /09
	PayPal Feedback on Remaining July Rough Cuts:	Mon, 07 /12
	Revised Cuts of Remaining July Assets Due for Approval:	Tue, 07 /13
	Remaining July Assets Approved:	Wed, 07 /14
	Master Files for Remaining July Assets Due to Tongal:	Thu, 07 /15
	Tongal QC of Remaining July Assets:	Thu, 07 /15 - Fri, 07 /16
	Delivery of Remaining July Assets:	Fri, 07 /16
AUGUST	August Treatment Due:	Fri, 07 /16
	PayPal Feedback on August Treatment Due:	Tue, 07 /20
	Rough Cuts of August Assets Due:	Fri, 07 /23
	PayPal Feedback on August Rough Cuts:	Mon, 07 /26
	Revised Cuts of August Assets Due for Approval:	Wed, 07 /28
	August Assets Approved:	Fri, 07 /30
	Master Files for August Due to Tongal:	Fri, 07 /30
	Tongal QC of August Assets:	Fri, 07 /30 - Mon, 08 /02
	Delivery of August Assets:	Mon, 08 /02
SEPTEMBER	September Treatment Due:	Fri, 08 /06
	PayPal Feedback on September Treatment Due:	Tue, 08 /10
	Rough Cuts of September Assets Due:	Mon, 08 /16
	PayPal Feedback on September Rough Cuts:	Wed, 08 /18
	Revised Cuts of September Assets Due for Approval:	Fri, 08 /20
	September Assets Approved:	Tue, 08 /24
	Master Files for September Due to Tongal:	Wed, 08 /25
	Tongal QC of September Assets:	Thu, 08 /26 - Fri, 08 /27
	Delivery of September Assets:	Fri, 08 /27