

TONGAL™

Tax Season Expertise Live-Action Video Suite Timeline

PRODUCTION TIMELINE

Phase	Milestone	Start Date	Due Date	Team	Notes	Biz Days	Done
Pitch	Pitch Phase	Wed, 11/12	Mon, 11/17	Tongal		3	☐
Pitch	Tongal Internal Review	Mon, 11/17	Mon, 11/17	Tongal		0	☐
Pitch	Pitches with HRB and SBO for Review	Mon, 11/17	Tue, 11/18	H&R Block		1	☐
Pitch	Pitch Selected & Initial Payment Triggered	Tue, 11/18	Tue, 11/18	H&R Block		0	☐
PRE-PRODUCTION							
Pre-Pro	Pre-Production Kickoff Call	Wed, 11/19	Wed, 11/19	All	HRB, Tongal, Filmmaker	0	☐
Pre-Pro	Pre-Pro V1 (Treatment, Casting, Location) to HRB	Fri, 11/21	Fri, 11/21	Filmmaker		0	☐
Pre-Pro	HRB Reviews Pre-Pro V1	Fri, 11/21	Mon, 11/24	H&R Block		1	☐
Pre-Pro	Pre-Production Payment Milestone Triggered	Mon, 11/24	Mon, 11/24	Tongal		0	☐
Pre-Pro	HRB Pre-Pro V1 Notes to Filmmaker	Mon, 11/24	Mon, 11/24	H&R Block		0	☐
Pre-Pro	Treatment Approved w/notes; Filmmaker Greenlit for Production	Mon, 11/24	Mon, 11/24	All		0	☐
PRODUCTION							
Prod	PRODUCTION WINDOW	Mon, 11/24	Wed, 12/03	Filmmaker	Actual Shoot Date(s):	5	☐
Prod	Rough Cut to Tongal	Wed, 12/03	Wed, 12/03	Filmmaker		0	☐
Prod	Tongal Internal Review	Wed, 12/03	Wed, 12/03	Tongal		0	☐
POST-PRODUCTION: BATCH 1							
Post	Rough Cuts to HRB for Review & Notes	Wed, 12/03	Wed, 12/03	Tongal		0	☐
Post	HRB Rough Cut Review	Wed, 12/03	Thu, 12/04	H&R Block		1	☐
Post	HRB Rough Cut notes to Tongal/Filmmaker	Thu, 12/04	Thu, 12/04	H&R Block		0	☐
Post	Filmmaker Revises Edits	Thu, 12/04	Mon, 12/08	Filmmaker		2	☐
Post	Fine Cut Edits to Tongal and HRB	Mon, 12/08	Mon, 12/08	Filmmaker		0	☐
Post	HRB Fine Cut Review	Mon, 12/08	Tue, 12/09	H&R Block		1	☐
Post	HRB Fine Cut notes to Tongal/Filmmaker	Tue, 12/09	Tue, 12/09	H&R Block		0	☐
Post	Filmmaker Revises Edits	Tue, 12/09	Thu, 12/11	Filmmaker		2	☐
Post	Picture Lock edits to Tongal and HRB	Thu, 12/11	Thu, 12/11	Filmmaker		0	☐
Post	HRB and SBO Picture Lock Review	Thu, 12/11	Fri, 12/12	H&R Block	includes Bank team	1	☐
Post	HRB Final tweaks + Approval to Master to Tongal/Filmmaker	Fri, 12/12	Fri, 12/12	H&R Block		0	☐
MASTERING + DELIVERY: BATCH 1							
Deliv	Filmmaker masters all videos, all versions	Fri, 12/12	Mon, 12/15	Filmmaker		1	☐
Deliv	Masters to Tongal for QC	Mon, 12/15	Mon, 12/15	Filmmaker		0	☐
Deliv	Tongal QC	Mon, 12/15	Mon, 12/15	Tongal		0	☐
Deliv	All Masters Delivered to HRB	Mon, 12/15	Mon, 12/15	Tongal		0	☐
WRAP							
Wrap	Filmmaker Uploads Project Files to Tongal	Tue, 12/16	Wed, 12/17	Filmmaker		1	☐
Wrap	Tongal QCs Project Files	Wed, 12/17	Wed, 12/17	Filmmaker		0	☐
Wrap	Project Wrapped, Closed, and Final Payment Triggered	Wed, 12/17	Wed, 12/17	Tongal		0	☐
*Note: Any dates or times indicated here or on Tongal.com assume U.S. Pacific Time standard unless otherwise noted.							