

TONGAL SOCIAL TEAM - Fall & Winter 2023		
PITCH	Project Launch:	8/8
	Pitch Phase:	8/8-8/18
	Internal Tongal Review:	8/18-8/21
	Pitches Greenlit by Tongal:	8/21
Commencement Payment Triggered - \$300		
PRE	Kick-off with Greenlit Creators	Week of 8/21
SOCIAL ASSET	Social Asset Phase:	8/21-8/25
	Tongal Feedback + Creator Revisions	8/25-9/1
SOCIAL ASSET	Social Asset Phase:	9/15-9/22
	Tongal Feedback + Creator Revisions	9/22-9/29
Milestone Payment Triggered - \$300		
SOCIAL ASSET	Social Asset Phase:	10/16-10/20
	Tongal Feedback + Creator Revisions	10/20-10/27
Milestone Payment Triggered - \$300		
SOCIAL ASSET	Social Asset Phase:	11/17-11/22
	Tongal Feedback + Creator Revisions	11/22-12/1
Milestone Payment Triggered - \$300		