

TONGAL SOCIAL TEAM - Second Quarter 2025		
PITCH	Project Launch:	4/3
	Pitch Phase:	4/3-4/14
	Internal Tongal Review:	4/14-4/16
	Pitches Greenlit by Tongal:	4/16
Commencement Payment Triggered - \$300		
PRE	Kick-off with Greenlit Creators	Week of 4/16
SOCIAL ASSET	Social Asset Phase:	4/16-4/23
	Tongal Feedback + Creator Revisions	4/23-4/25
Milestone Payment Triggered - \$300		
SOCIAL ASSET	Social Asset Phase:	5/12-5/16
	Tongal Feedback + Creator Revisions	5/16-5/19
Milestone Payment Triggered - \$300		
SOCIAL ASSET	Social Asset Phase:	6/9-6/13
	Tongal Feedback + Creator Revisions	6/13-6/16
Milestone Payment Triggered - \$300		