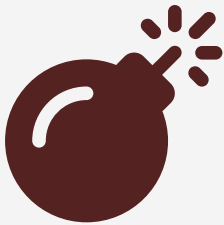


Icarus Orbital Systems — Action Plan

90-day window from now through ISDC. Each item is one sitting at her energy budget.

The ISDC critical path



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Phase 1 — Pre-conference materials (Days 1-30)

Week 1: Content lock

- **Day 1-2 (HARD):** Sandi + Troy review investor packet draft. Edit for tone · accuracy · voice. Sign off.
- **Day 3 (MEDIUM):** Fill contact block (email · phone · Calendly · mailing address). Confirm advisor naming policy.
- **Day 4 (MEDIUM):** Number verification — 130M+ debris (ESA cite) · ELEO 200-2000km · 5-stage roadmap dates.
- **Day 5 (HARD):** Pull strongest 3 visuals from existing PPTX deck. Hand to designer with packet draft.

Week 2: Design + typeset

- **Day 6-10 (designer):** Designer typesets packet HTML to print-quality PDF. Inter font · Void Cartography palette · 7 pages.
- **Day 6-10 (Sandi):** Flyer review. Match packet aesthetic. Confirm 4-block layout.

Week 3: Print + iterate

- **Day 11-12 (HARD):** Print test copy of packet. Hold in hands. Look for: trim issues · color fidelity · readability at arm's length.
- **Day 13 (MEDIUM):** Print test copy of flyer. Same checks.
- **Day 14-15 (MEDIUM):** Address any print issues. Re-print if needed.

Week 4: QR + final batch

- **Day 16:** Decide on packet hosting URL (icarusorbital.com · shawndecker.com · Drive). Get the URL stable.
 - **Day 17 (EASY):** Generate real QR encoding the packet URL. Replace flyer placeholder.
 - **Day 18-20:** Final print run — 50 packets · 100 flyers minimum.
 - **Day 21:** Materials shipped or hand-carried to conference.
-

Phase 2 — Conference week

Day	Action
ISDC Day -1	Conference table setup · materials laid out · demo loop ready on iPad
ISDC Day 1	Floor: 9am-5pm presence · qualifying conversations · packet handout
ISDC Day 1 evening	Reception · investor meet-and-greet · soft pitches
ISDC Day 2	Same. Track every conversation in <code>Conference_Log.md</code>
ISDC Day 3	Same. Final-day push for committed follow-ups
Day +1	Post-conference: send personalized followup to every collected card within 24h

Day	Action
Day +7	Cull list to qualified leads · schedule follow-up calls

Phase 3 — Post-conference (Days 30-90)

Weeks 5-7: Convert leads

- Schedule 15+ follow-up calls
- Send the deeper deck (full PPTX or hosted long-form) to interested parties
- Triage: who's "wants to invest" vs "interesting but no fit" vs "passing"

Weeks 8-12: Phase 1 funding close

- Identify lead investor candidate
 - Term sheet conversations
 - Diligence support · cap-table modeling
 - Funding announcement (timing: per investor's preference)
-

What this plan assumes

- Sandi runs 1 HARD task per day
- Troy is reachable for review/approval (CVO sign-off needed on packet content)
- Designer turnaround ~7 days for typesetting
- ISDC conference dates locked (confirm before week 1 starts)
- Printing + travel budget agreed before week 1 (Sandi → Troy decision; expect ~\$800-1500 range for designed-PDF print run + ISDC travel)

If any of these slip, Phase 1 slides equally. Don't push.

Cross-references

- [\[\[01_strategy\]\]](#)
- [\[\[05_gap_analysis\]\]](#)
- [\[\[../Investor_Packet_v1_DRAFT|Investor Packet HTML\]\]](#)
- [\[\[../Recruitment_Flyer_v1_DRAFT|Recruitment Flyer HTML\]\]](#)