Bussinesstan

GROWTH AND TECHNOLOGY FOR CROSS-BORDER MONEY MOVEMENT

DL.06 · CONSULTING · TEMPLATE

New corridor launch plan template

A sequenced launch plan covering research, verification, content, campaigns and the first thirty days, with the parallel workstreams that recover six weeks.

Use this when	Time to run	Length	Category
Before committing budget to a new corridor	Per corridor	6 phases	Consulting

Most corridor launches take ten to twelve weeks and most of that is waiting rather than working. The single largest cause is running the phases as a sequence when four of them can run in parallel.

This template assumes verification starts on day one. That is the change that recovers the most time, and it is counterintuitive because verification feels like an operational task rather than a launch-critical one.

> This covers commercial launch planning only. Licensing, regulatory permissions and payout partner contracting are outside its scope and must be handled by qualified advisers and your compliance function.

The parallel structure

Four workstreams, one checkpoint.

Workstream	Starts	Owner	Blocks
Verification and accounts	Day 1	Paid growth	Campaign launch
Research and sizing	Day 1	Consulting	Pricing and positioning
Content and pages	Day 3	Marketing	Organic and paid landing
Product and payout readiness	Day 1	Operations	First transfer

> The checkpoint sits at day twelve. Before it, the four streams run independently. After it, positioning and pricing decisions flow into content and campaigns.

Phase 1 · Days 1 to 12 · Parallel start

Verification and accounts

- [ ] Evidence pack prepared for all three ad platforms
- [ ] Landing page claims substantiated before submission
- [ ] All platforms filed on the same day
- [ ] Named owner tracking each application

Research and sizing

- [ ] Diaspora concentration mapped in the send market
- [ ] Search and social demand verified, not estimated
- [ ] Competitor pricing and positioning documented
- [ ] Payout methods and costs confirmed with the partner
- [ ] Corridor scored against the prioritisation scorecard

Product and payout readiness

- [ ] Corridor configured in the platform
- [ ] Payout partner tested end to end with a real transfer
- [ ] Fees and FX margin set
- [ ] Limits and document requirements confirmed
- [ ] Support team briefed on corridor-specific questions

Phase 2 · Day 12 · The checkpoint

- [ ] Demand confirmed sufficient to justify the plan
  If it is not, stop here. This is what the checkpoint is for.
- [ ] Positioning agreed in one sentence
- [ ] Pricing posture agreed: compete on rate, speed, payout coverage or trust
- [ ] Target first-transfer volume for month one agreed
- [ ] Budget released against the plan

> The checkpoint must be able to stop the launch. A checkpoint that cannot say no is a status meeting.

Phase 3 · Days 12 to 20 · Build

- [ ] Corridor page built from the existing template, not written from scratch
- [ ] Payout methods and delivery times specific to this corridor
- [ ] FAQ block covering documents, limits and delivery
- [ ] Rate module connected to live pricing
- [ ] Internal links from send and receive country hubs
- [ ] Creative produced in the corridor language, natively
- [ ] Campaign structure built by corridor
- [ ] Tracking verified through to first transfer

Phase 4 · Days 20 to 34 · Launch

- [ ] Campaigns live on verified accounts
- [ ] Organic page indexed and monitored
- [ ] Community and creator activity started where relevant
- [ ] Support prepared for corridor-specific volume
- [ ] Daily monitoring for the first week, then twice weekly
- [ ] First completed transfer confirmed and celebrated internally

Phase 5 · Days 34 to 60 · Stabilise

- [ ] Cost per first transfer reported and compared against plan
- [ ] KYC completion on this corridor split out separately
- [ ] Creative refreshed based on first-cycle performance
- [ ] Content expanded to adjacent questions
- [ ] Payout issues logged and resolved with the partner

Phase 6 · Day 60 to 90 · Decide

- [ ] Scale, hold or exit decision made against the month-one target
- [ ] Corridor economics compared against your existing corridors

- [ ] Lifecycle triggers configured for this corridor
- [ ] Learnings documented for the next launch
  This is what turns eleven weeks into five

KPI framework

Metric	When measured	Target set by
Days to first completed transfer	Launch	Plan
Cost per first transfer	Day 34 onward	Corridor economics
KYC completion, this corridor	Day 20 onward	Existing corridor baseline
Organic visibility	Day 34 onward	Corridor page indexation
Repeat send rate	Day 90	Existing corridor baseline
Corridor gross margin	Day 90	Finance

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
bussinesstan.com/growth-audit · hi@bussinesstan.com