TYPICAL PROCESS FOR PROJECT PRE-LAUNCH, LAUNCH, AND DEFINITION

**PRE-LAUNCH**

- **Idea** for and interest in new project emerges within the community (e.g., from Working Group discussion and research, past projects, industry interest)
- Individual or (more often) group develops and submits a proposal

Proposal is considered by the **Working Group Steering Committee** based on the following criteria:

- Industry demand?
- Value, timeliness, and longevity?
- Competing efforts identified in industry landscape?

**LAUNCH**

- Work together
  - Work on a specific part and maintain communication
  - Agree not to launch project, but determine how best to support

- Project Steering Committee established
  - Subject matter experts, member companies

- Develop project plan
  - Led by Project Steering Committee

- Community building and engagement
  - Launch calls / workshops, volunteer onboarding

**DEFINITION**

- Framework development
  - Developed with broad industry input through workshops and other community activities

- Expected outcomes
  - Preliminary table of contents or framework and identification of participation requirements for different aspects

- Project Steering Committee approval

**PROCEED TO CONTENT GENERATION**