

Executive Brief (ROI + Time-to-Launch)

Procurement-safe overview for approvers. Privacy-first delivery with aggregate-only reporting.

ROI framing

- Predictable cost per participant by cohort size (sponsor chooses seats)
- Time-to-launch: 7-21 days depending on procurement route (card vs invoice/PO)
- Aggregate reporting: participation totals, completion totals, delivery milestones
- Optional facilitation and train-the-trainer for institutional pilots

Time-to-launch (typical)

When	What	Notes
Day 0-2	Confirm package + seats	Select pilot/cohort/enterprise option
Day 3-7	Procurement routing	Card checkout or invoice/PO request
Week 2	Kickoff	Orientation + first module launch
Weeks 2-6	Weekly cadence	Learning rhythm + optional facilitation
Final week	Wrap-up	Aggregate summary + sponsor update

Start here

Decision-Maker Hub: thepuf.org/hub.html

Pilot offer: thepuf.org/pilot.html

Invoice/PO: thepuf.org/invoice-po.html