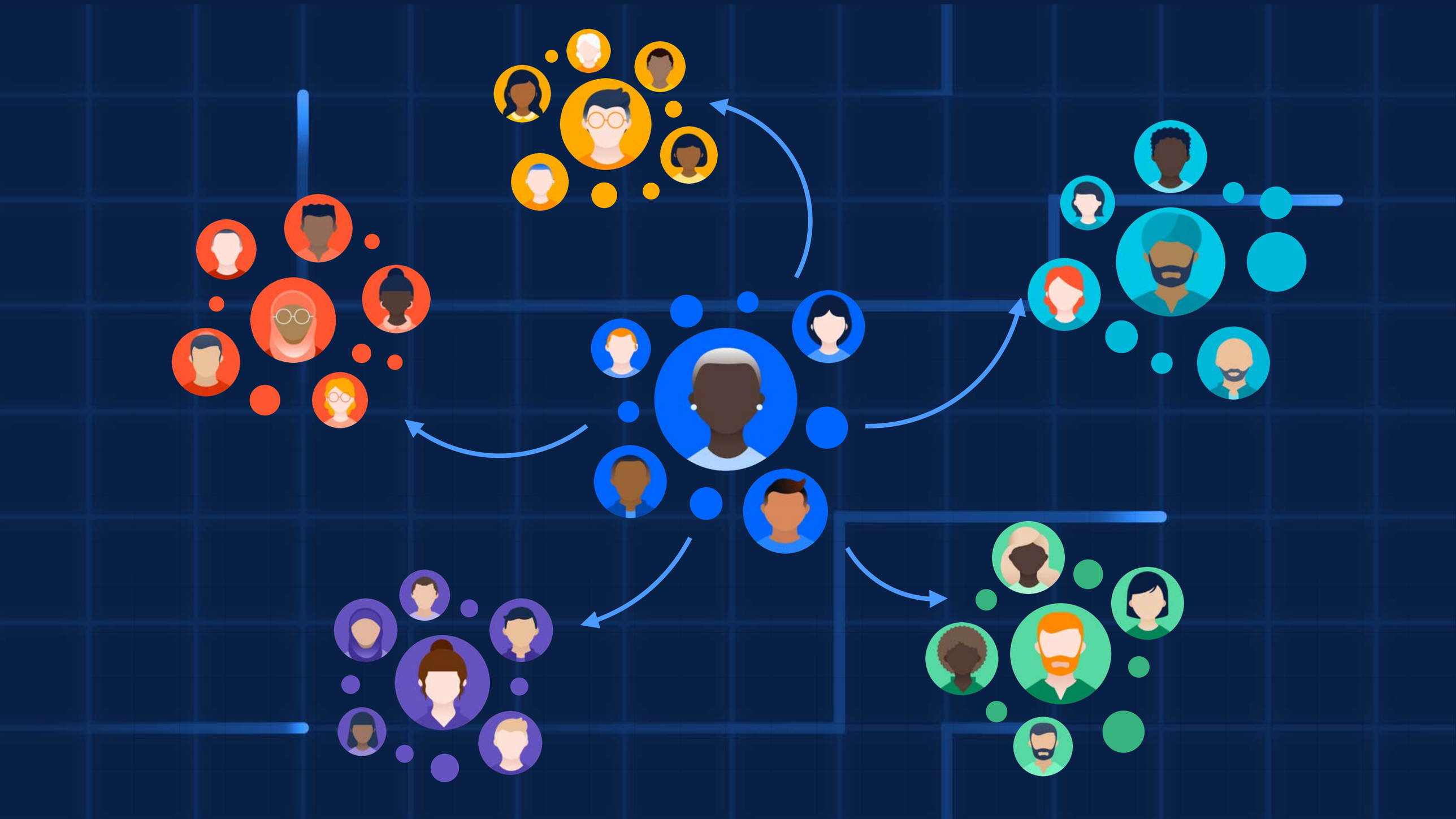
ATLASSIAN

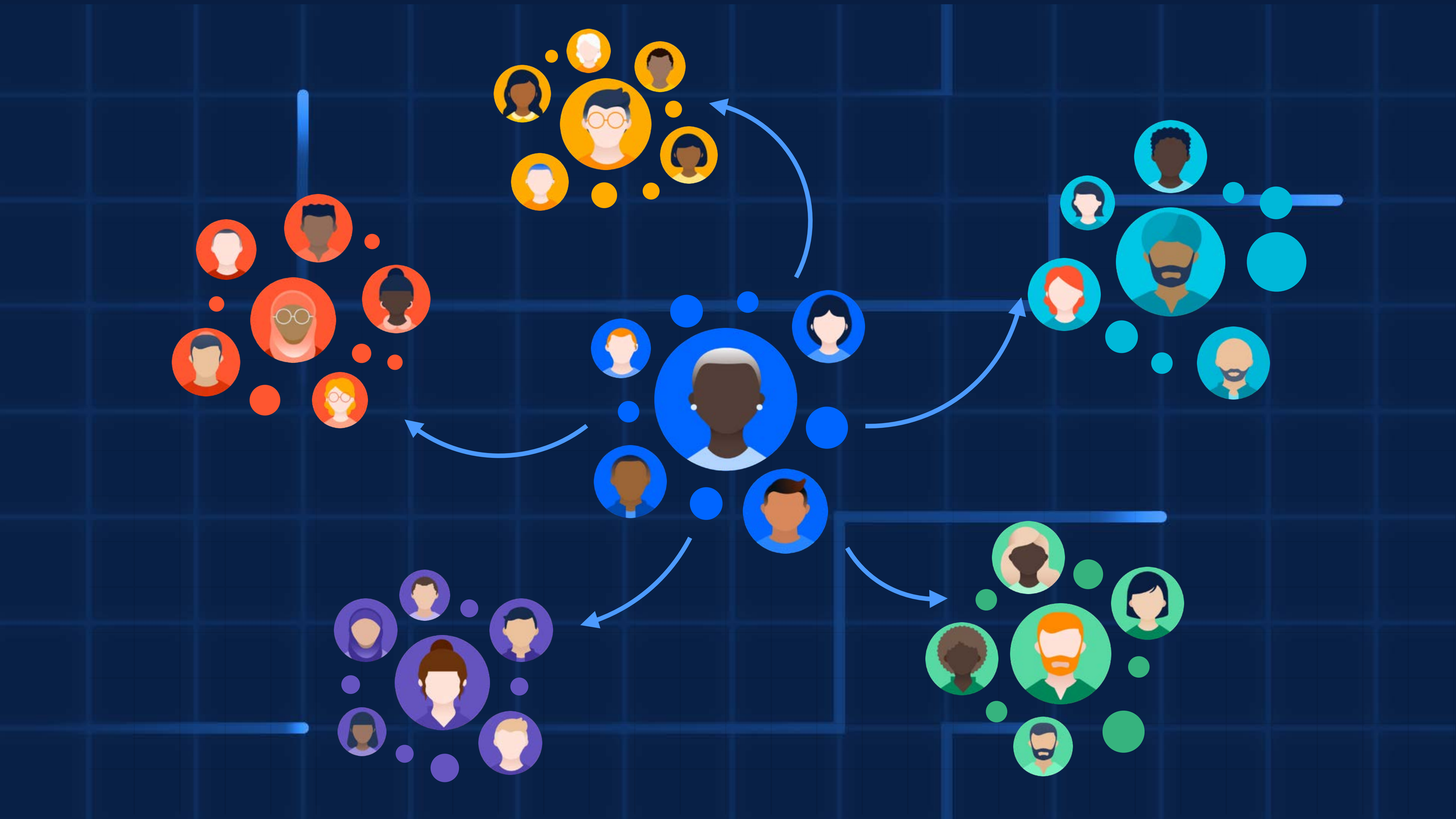
The content described herein is intended to outline our general product direction for informational purposes only. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described herein remain at the sole discretion of Atlassian and is subject to change.

Work differently with Atlassian Together

HEATHER KREBSBACH | EMILEE SPENCER

SR. PMM'S, WORK MANAGEMENT SOLUTIONS





SOUND FAMILIAR?

We should set up a weekly meeting to share updates with that team.

What's the latest update on this project?

But, we already update this doc and that deck.

Uh, it's in that spreadsheet.

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DevOps

PLAN

DISCOVER

CONTINUOUS FEEDBACK

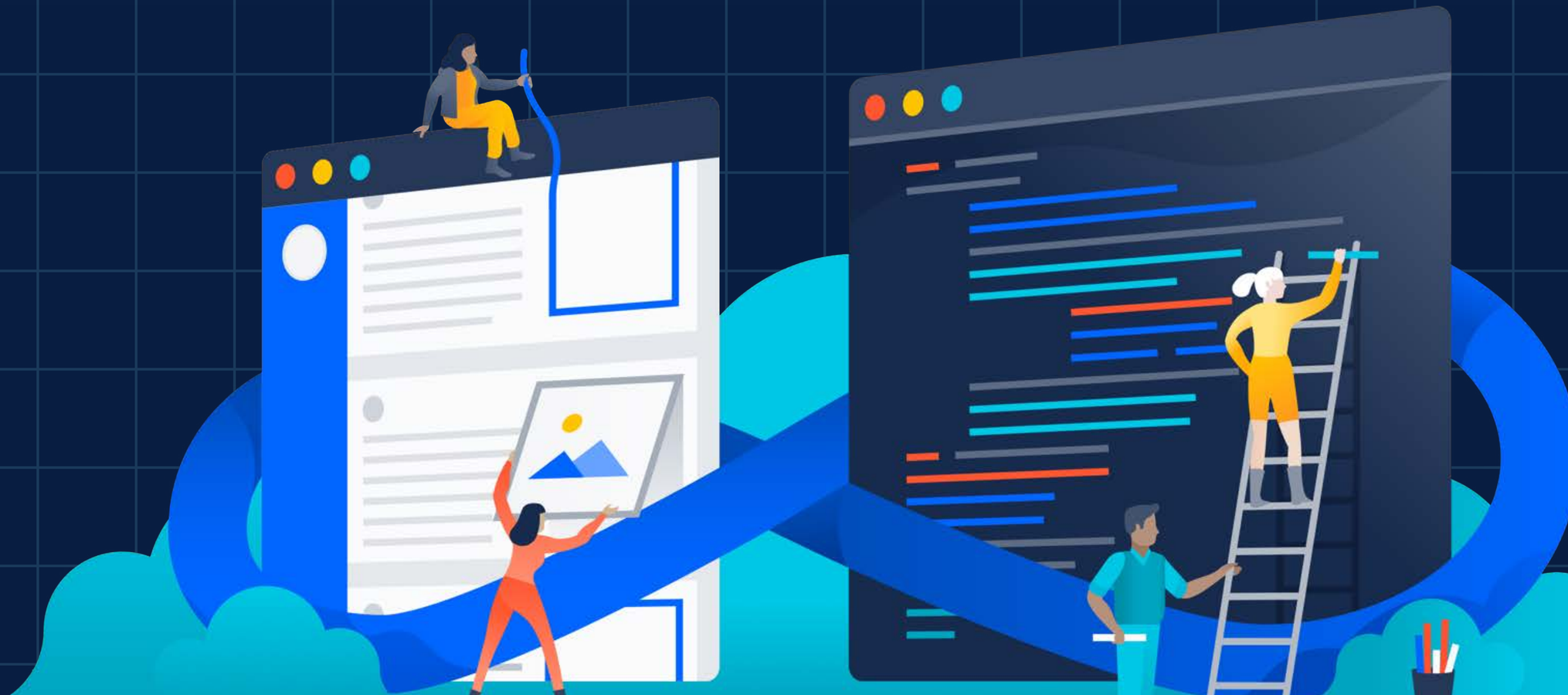
OBSERVE

OPERATE

DEPLOY

TEST

BUILD



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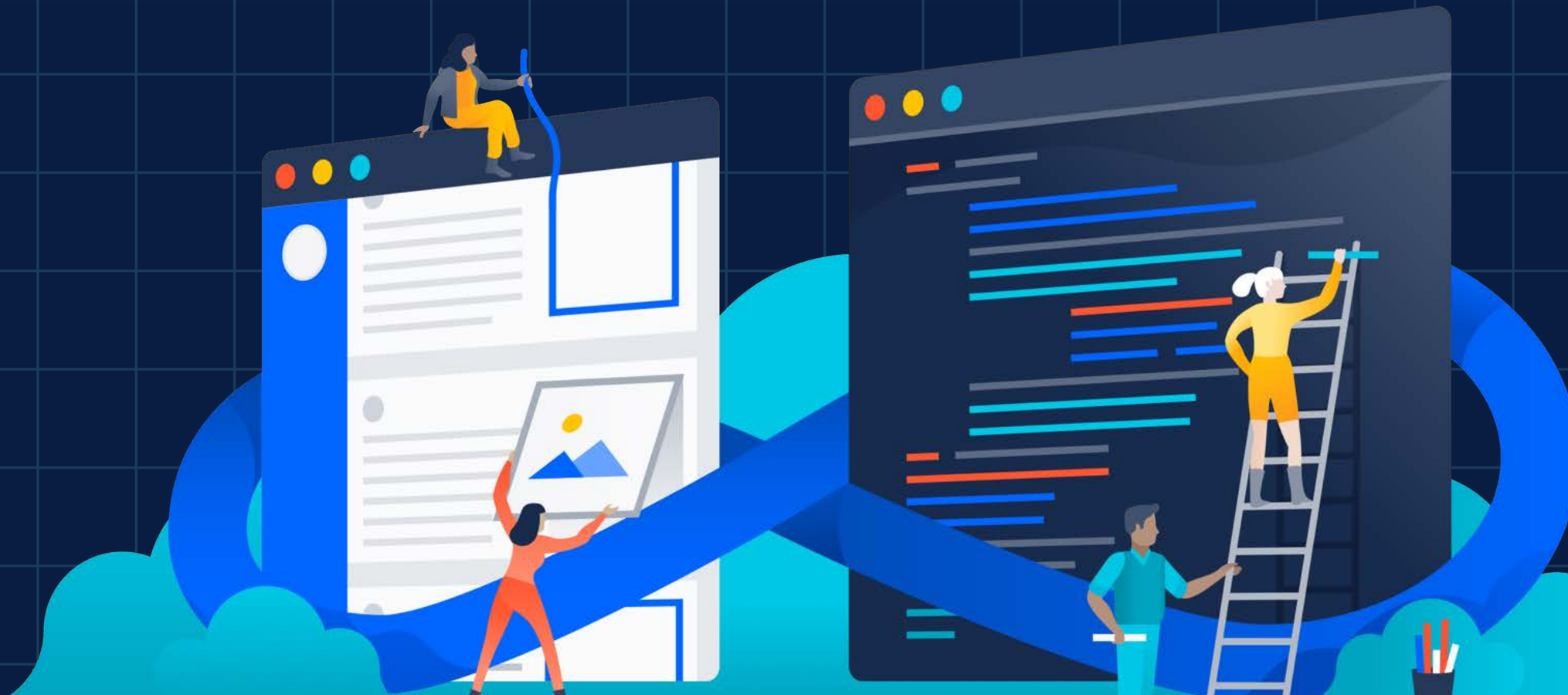
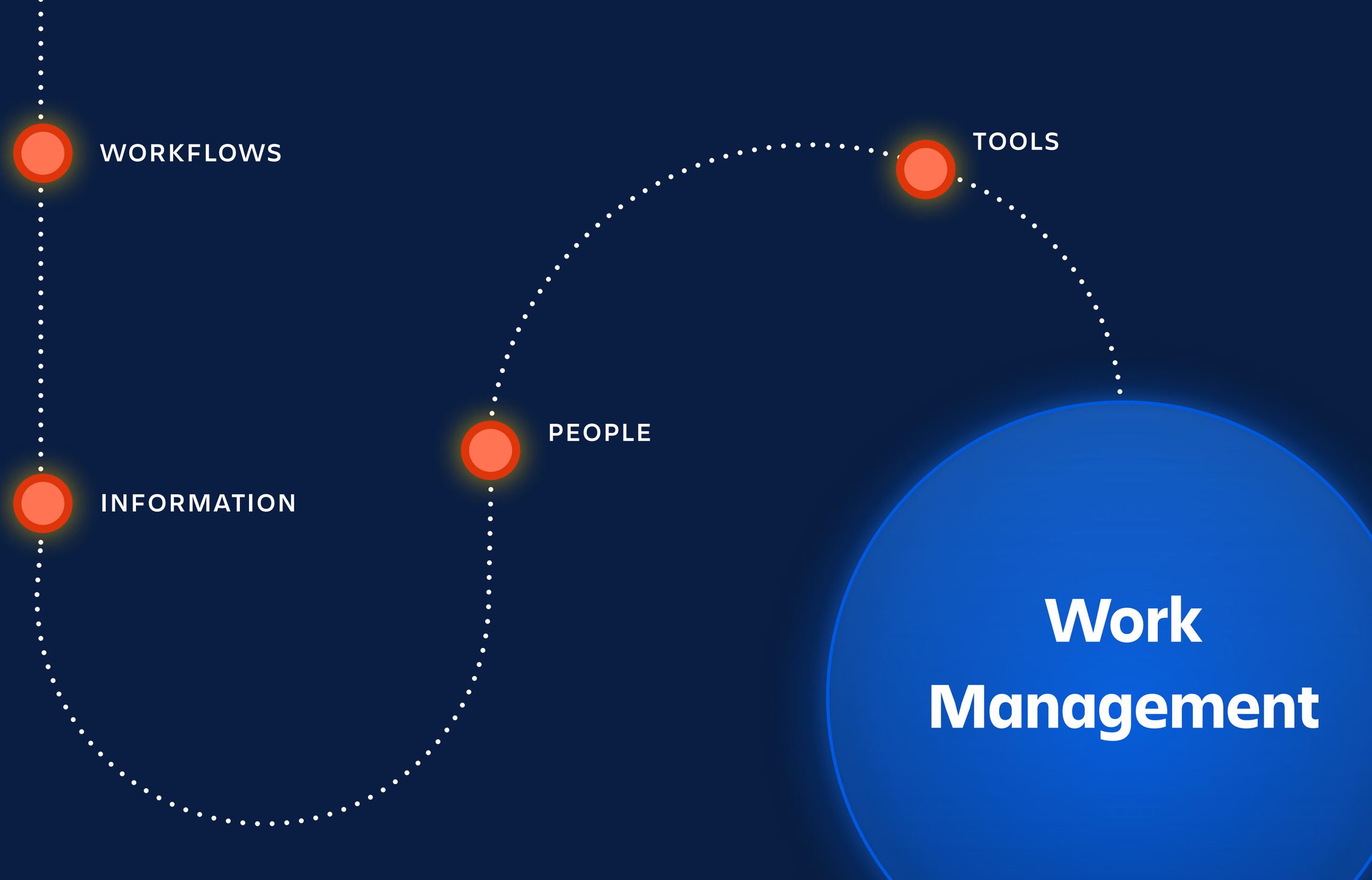
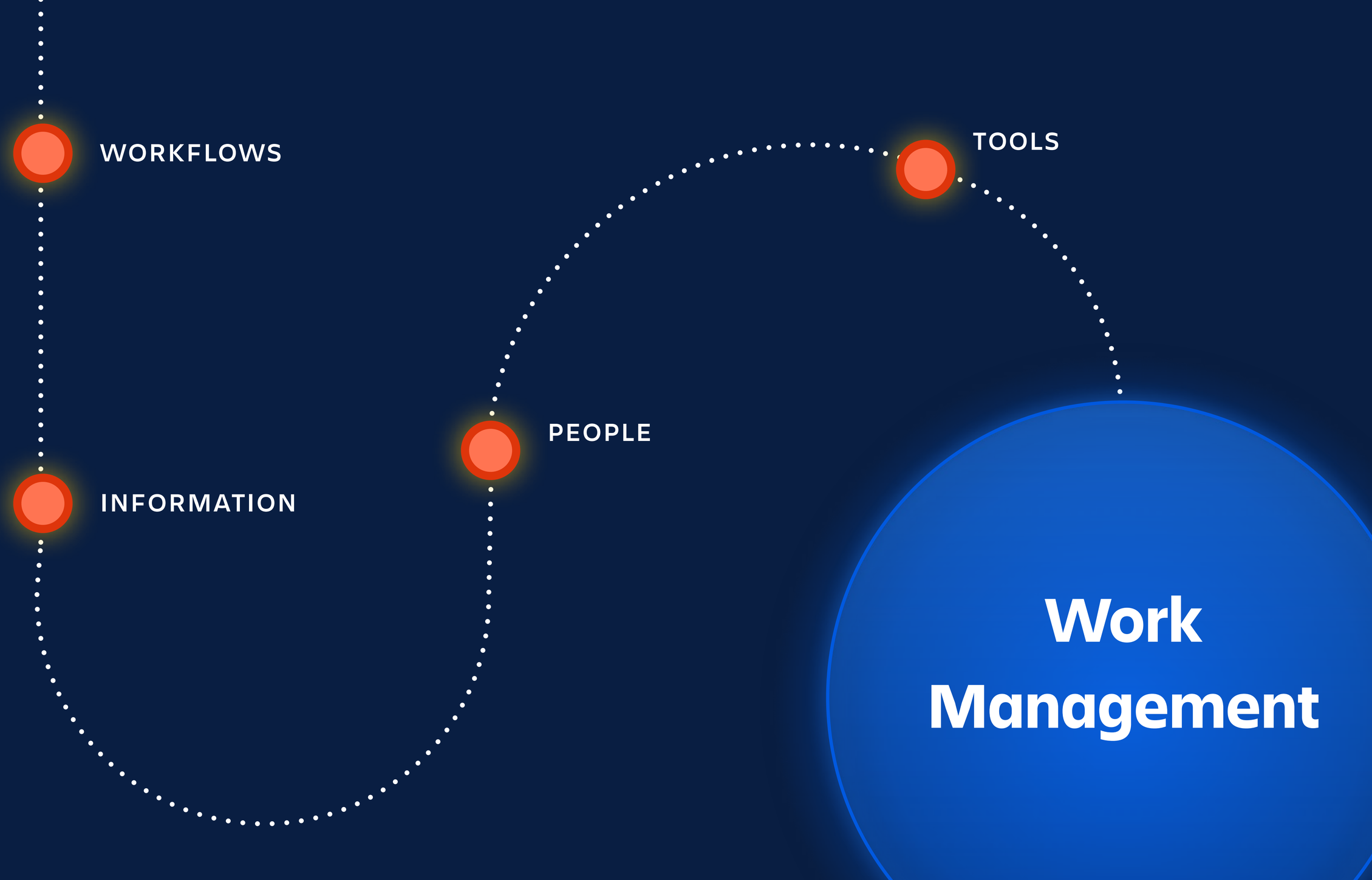



WORKFLOWS
TOOLS
PEOPLE
INFORMATION
Work
Management


WORKFLOWS
TOOLS
PEOPLE
INFORMATION
Work
Management

Silos + Sprawl

OPERATIONS

MARKETING

DESIGN

LEGAL

IT

DEV

HR

Silos + Sprawl

OPERATIONS

MARKETING

DESIGN

LEGAL

IT

DEV

HR

Challenges to solve

Biz & tech team collaboration

Information and tool gaps between tech and non-tech teams

Tool proliferation

Too many tools lead to team silos and admin overhead

Distributed workforce

Teams lack visibility into work and are disengaged

Employee experience

Struggle to find the right information at the right time

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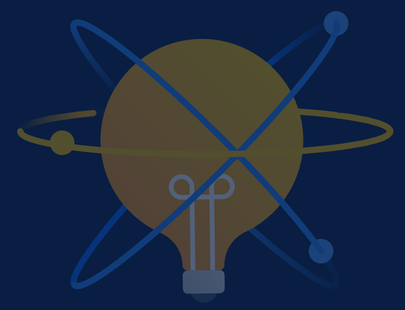


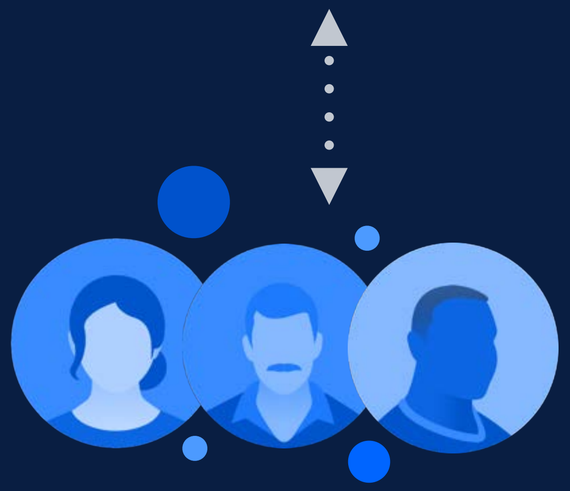
Employee experience

Struggle to find the right information at the right time

SALES

FINANCE

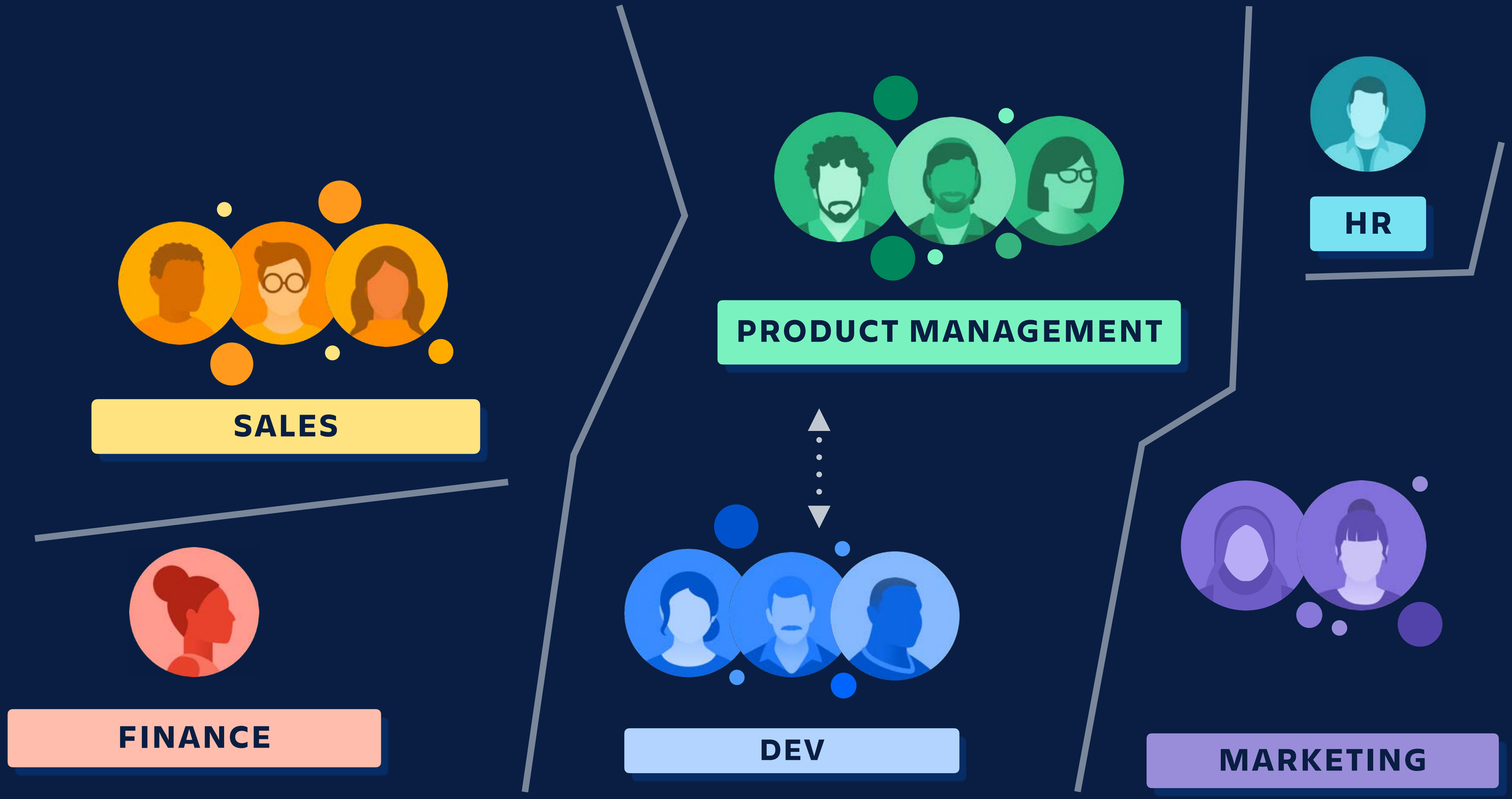
PRODUCT MANAGEMENT

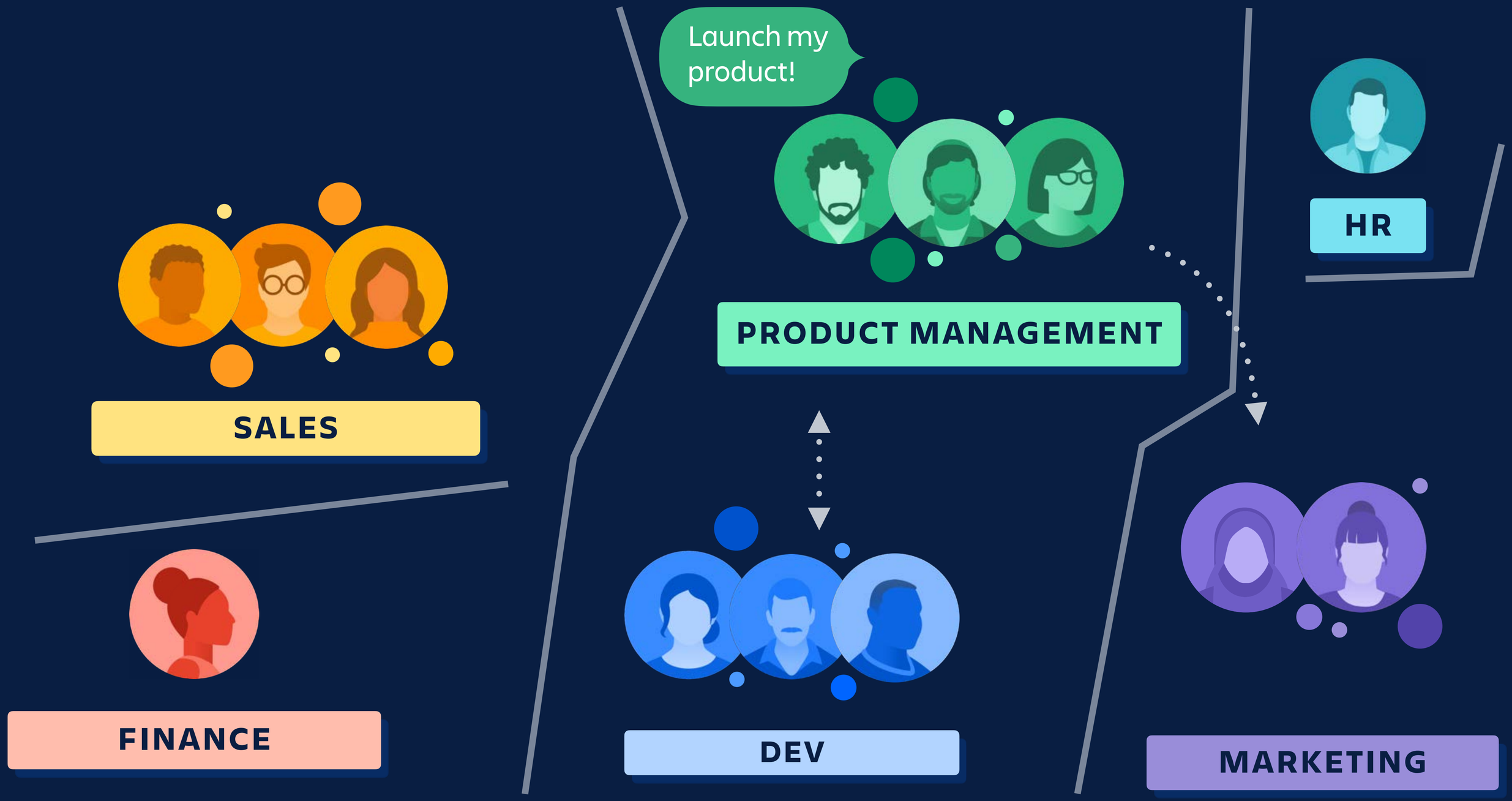


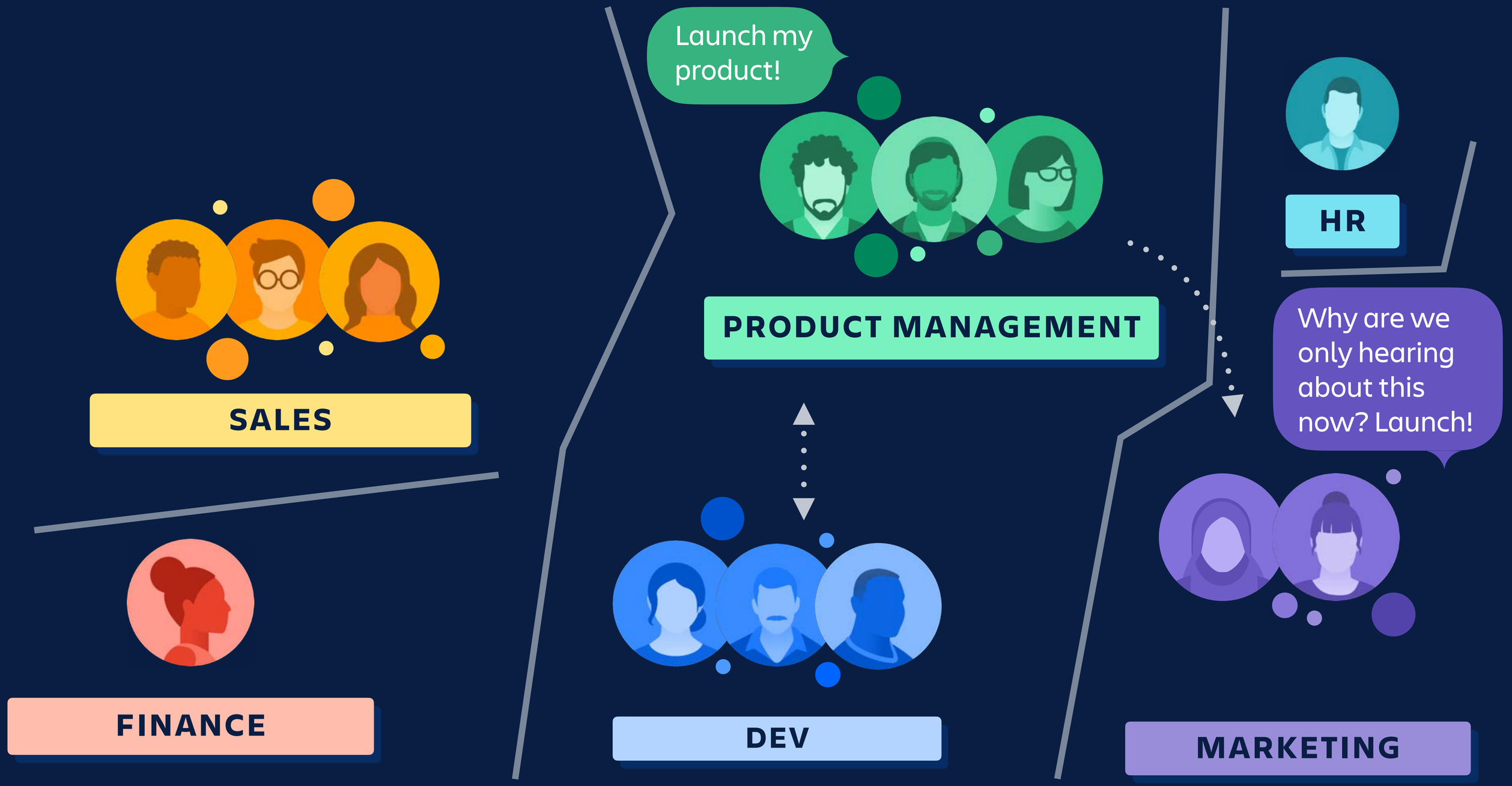
DEV

HR

MARKETING


SALES
PRODUCT MANAGEMENT
HR
FINANCE
DEV
MARKETING


Launch my product!
PRODUCT MANAGEMENT
HR
SALES
FINANCE
DEV
MARKETING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HR
Why are we only hearing about this now? Launch!
SALES
FINANCE
DEV
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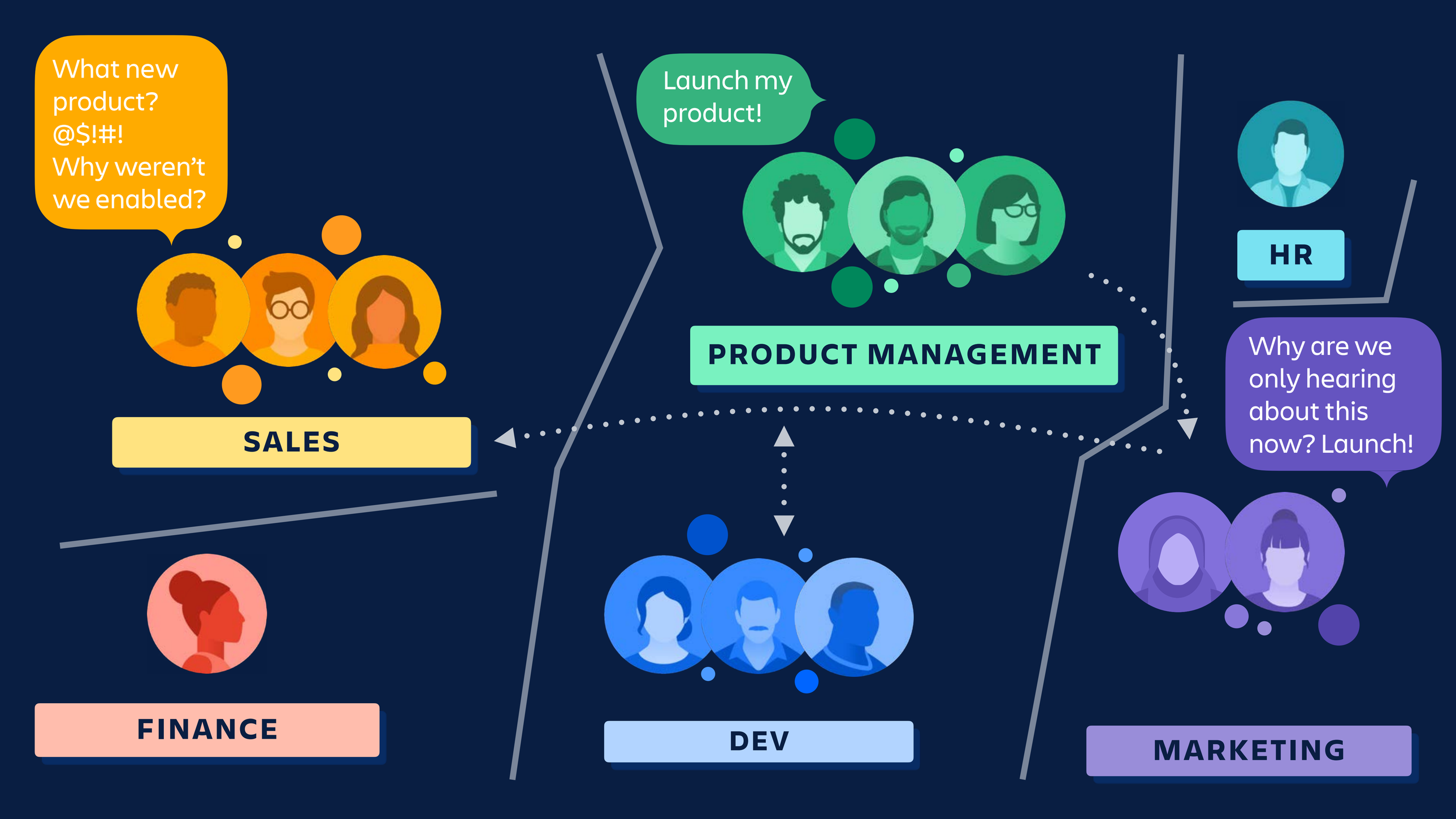
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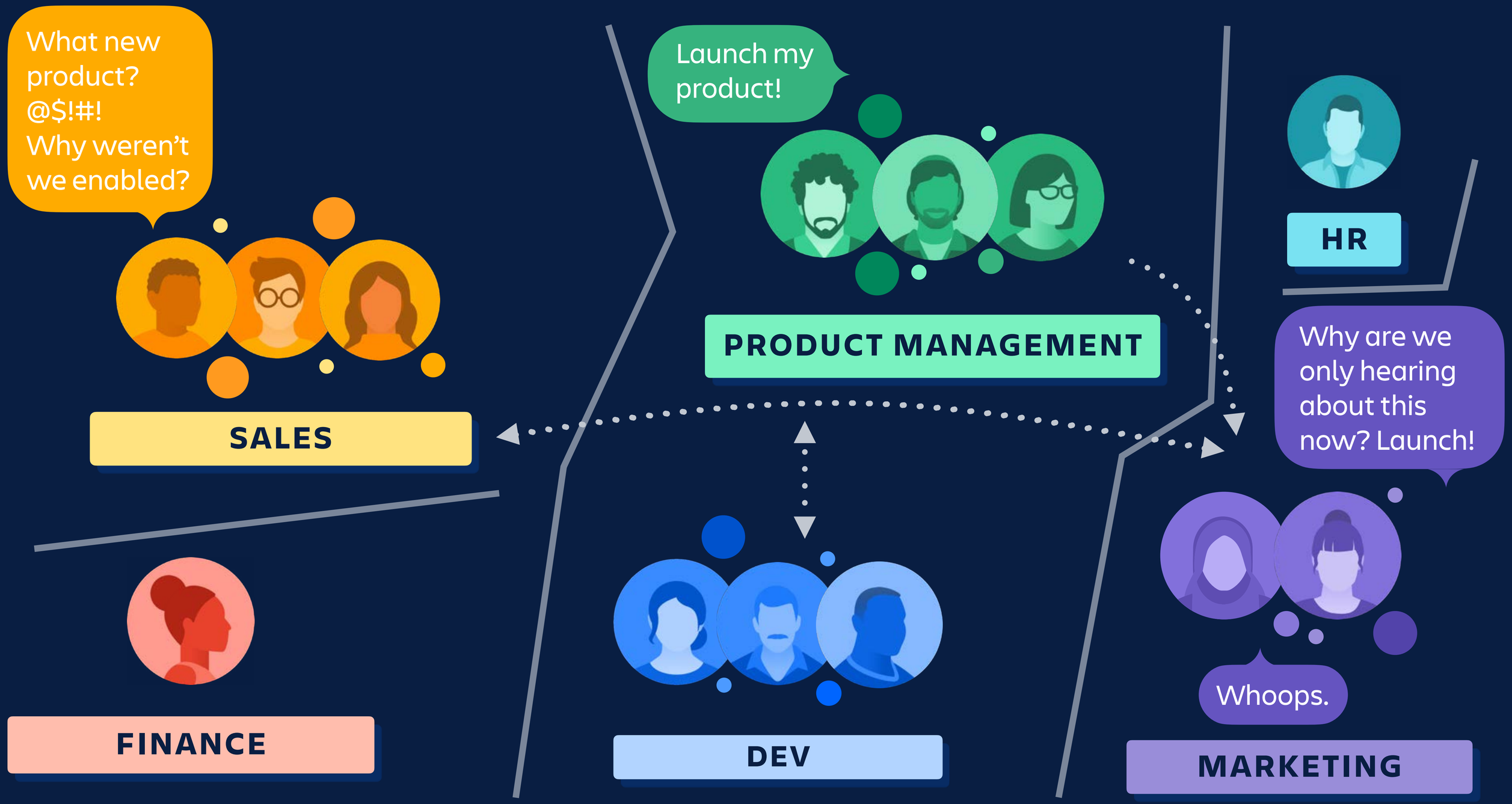
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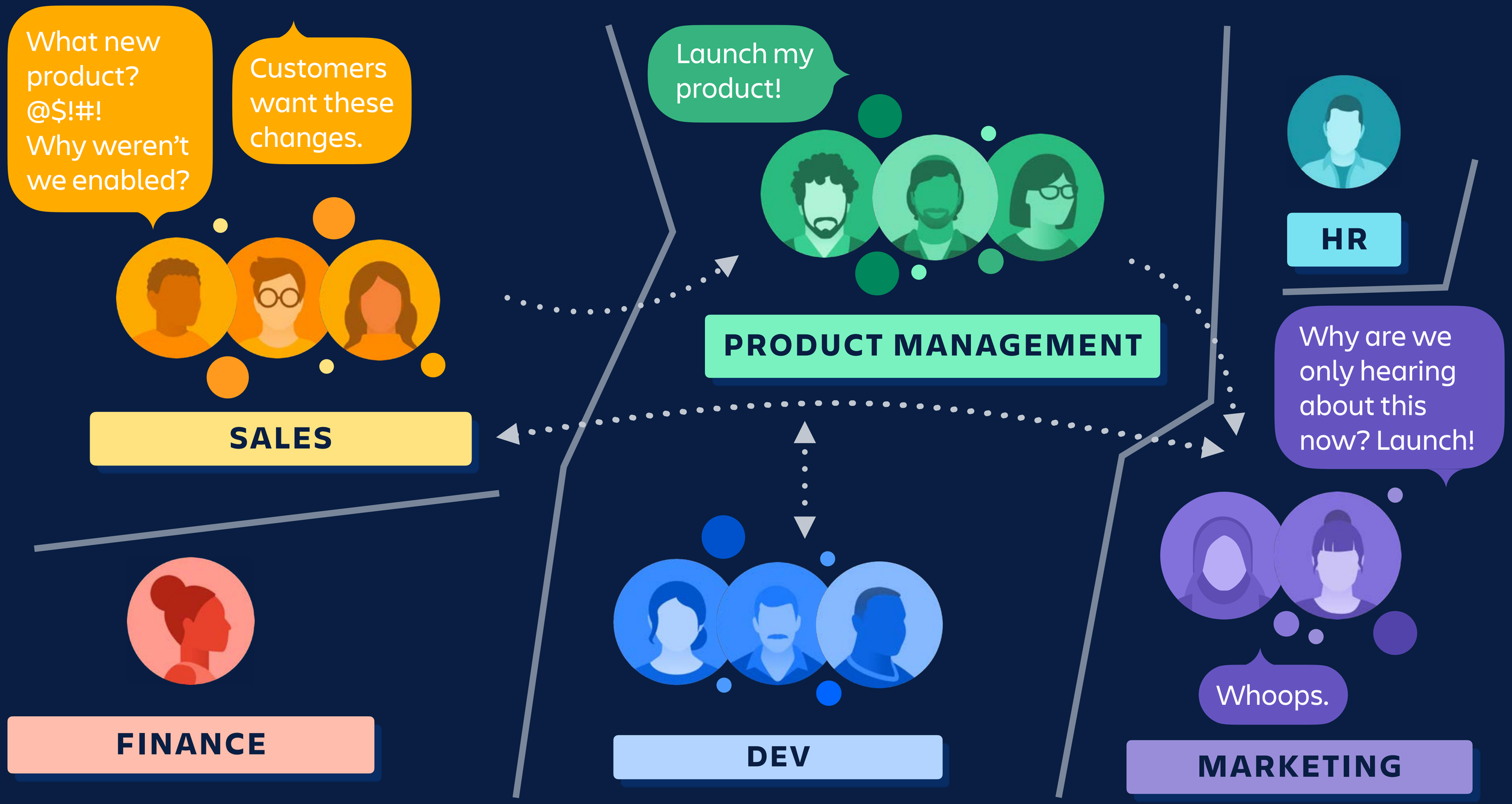
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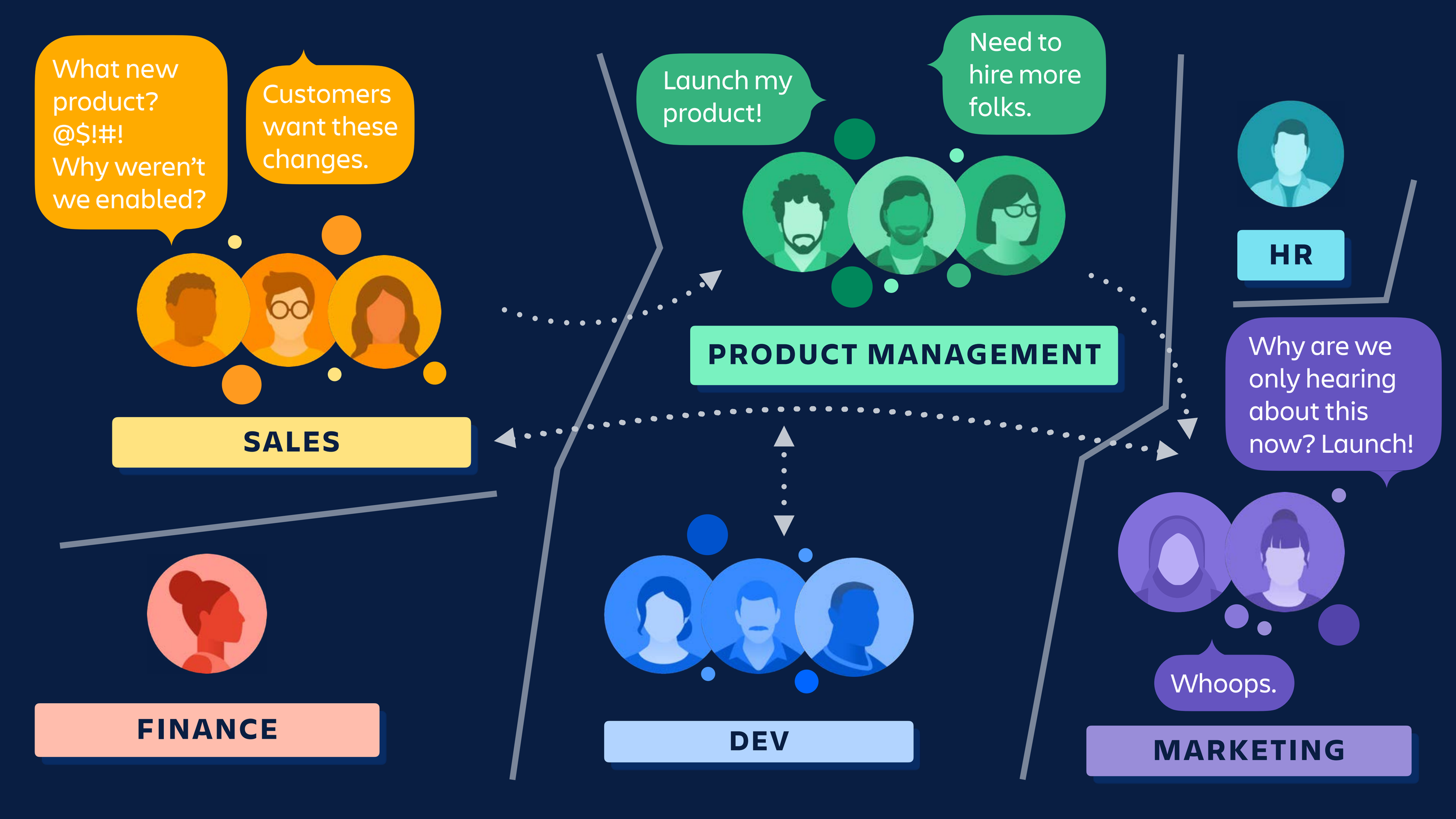
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Need to hire more folks.
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Whoops.
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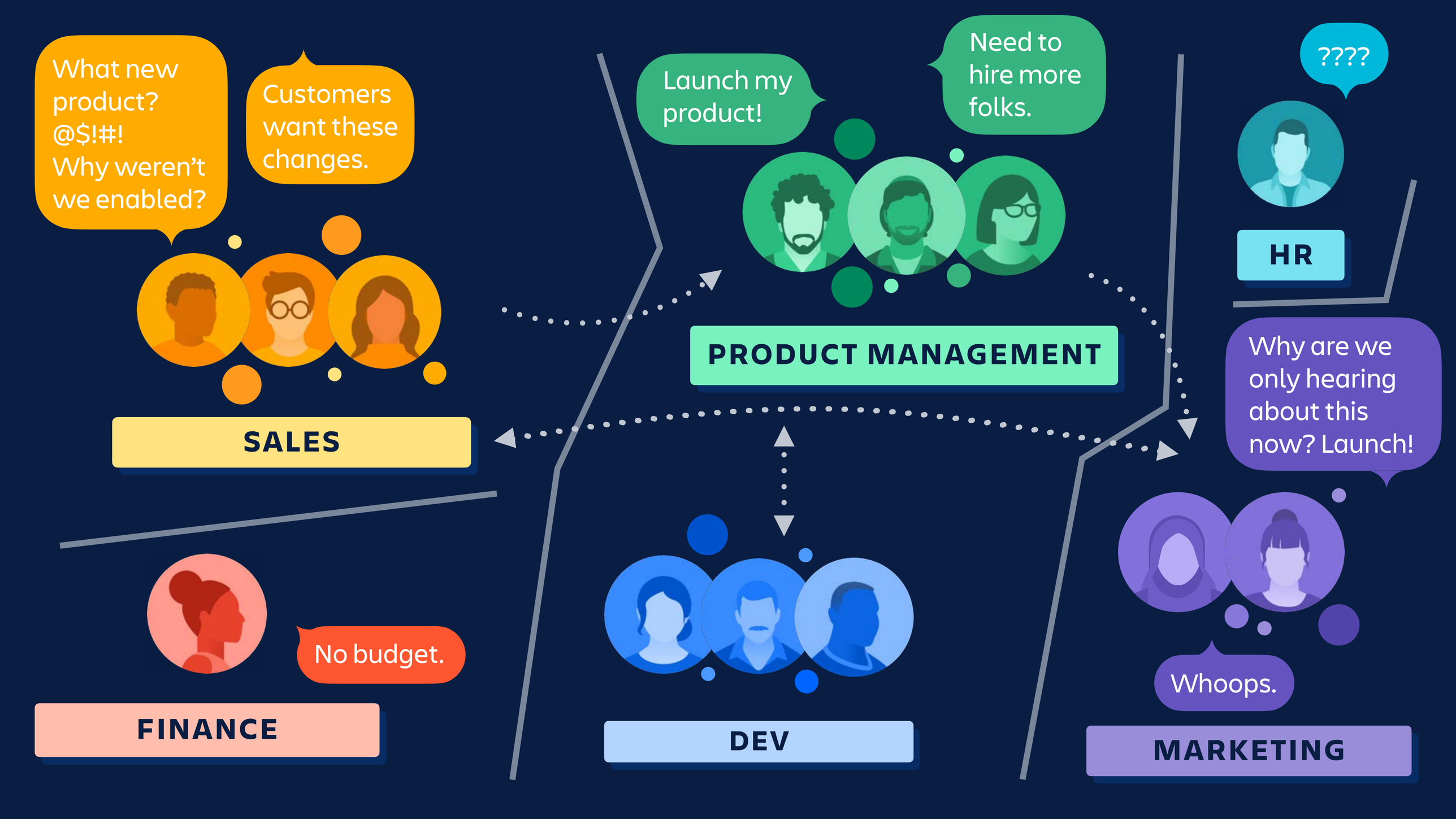
FINANCE
DEV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MARKETING
No budget.
FINANCE
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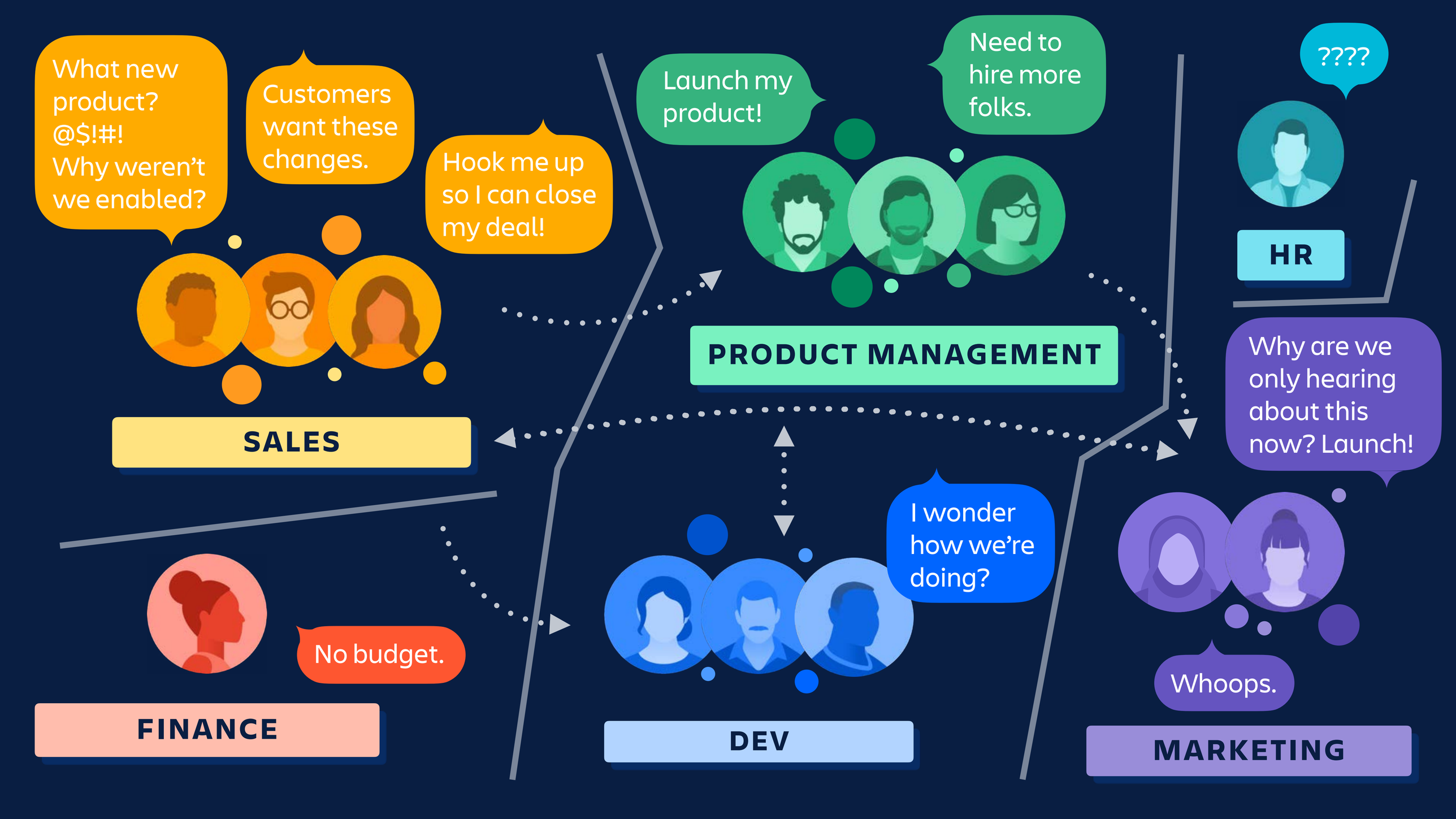
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FINANCE

Challenges to solve

Biz & tech team collaboration

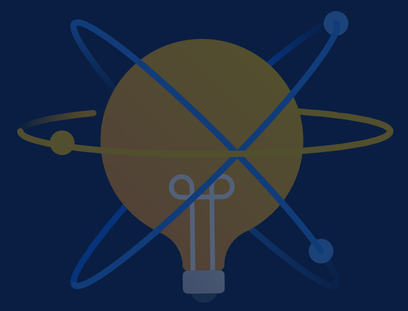
Information and tool gaps between tech and non-tech teams

Tool proliferation

Too many tools lead to team silos and admin overhead

Distributed workforce

Teams lack visibility into work and are disengaged



Employee experience

Struggle to find the right information at the right time

aws
zoom
box
salesforce
130
AVG # OF APPS
* based on Better Cloud's State of SaaSOps Report

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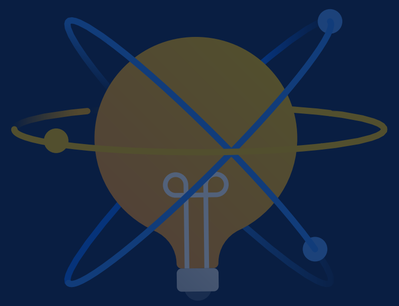

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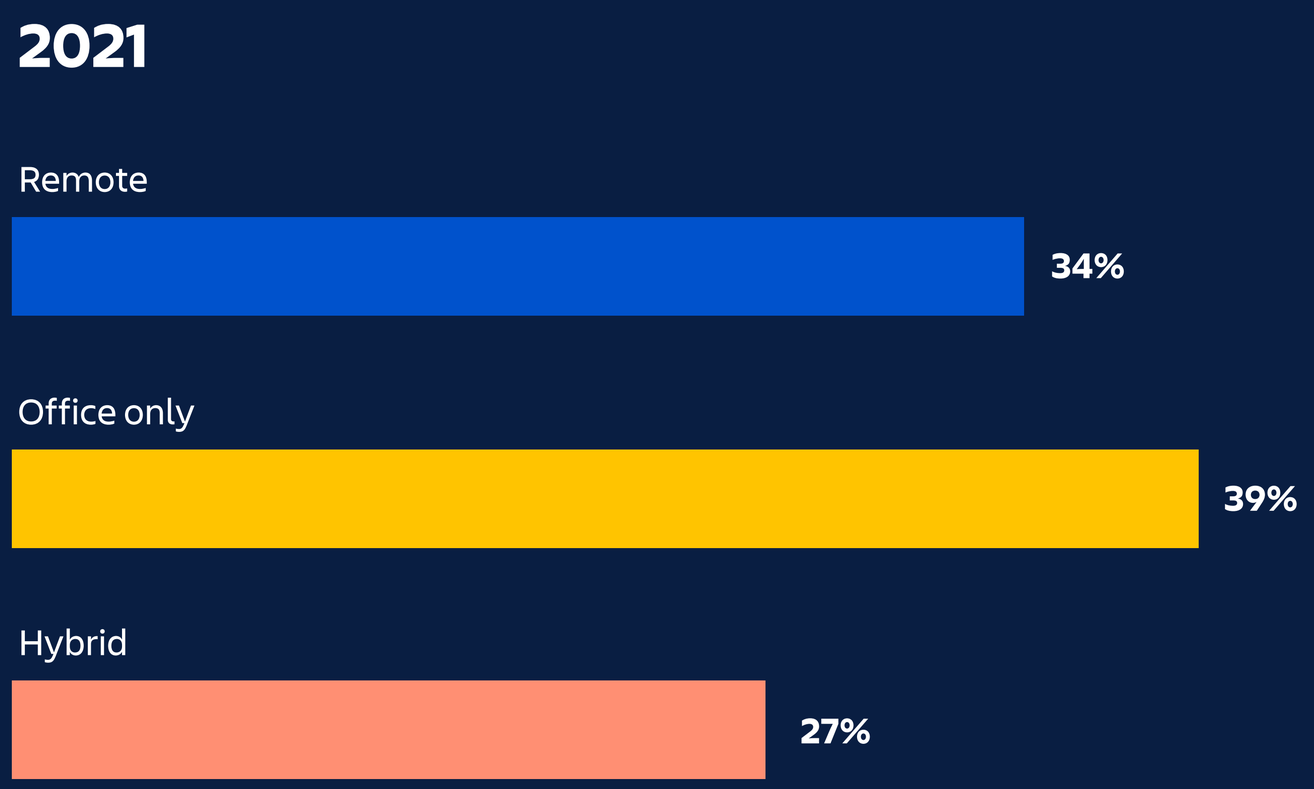
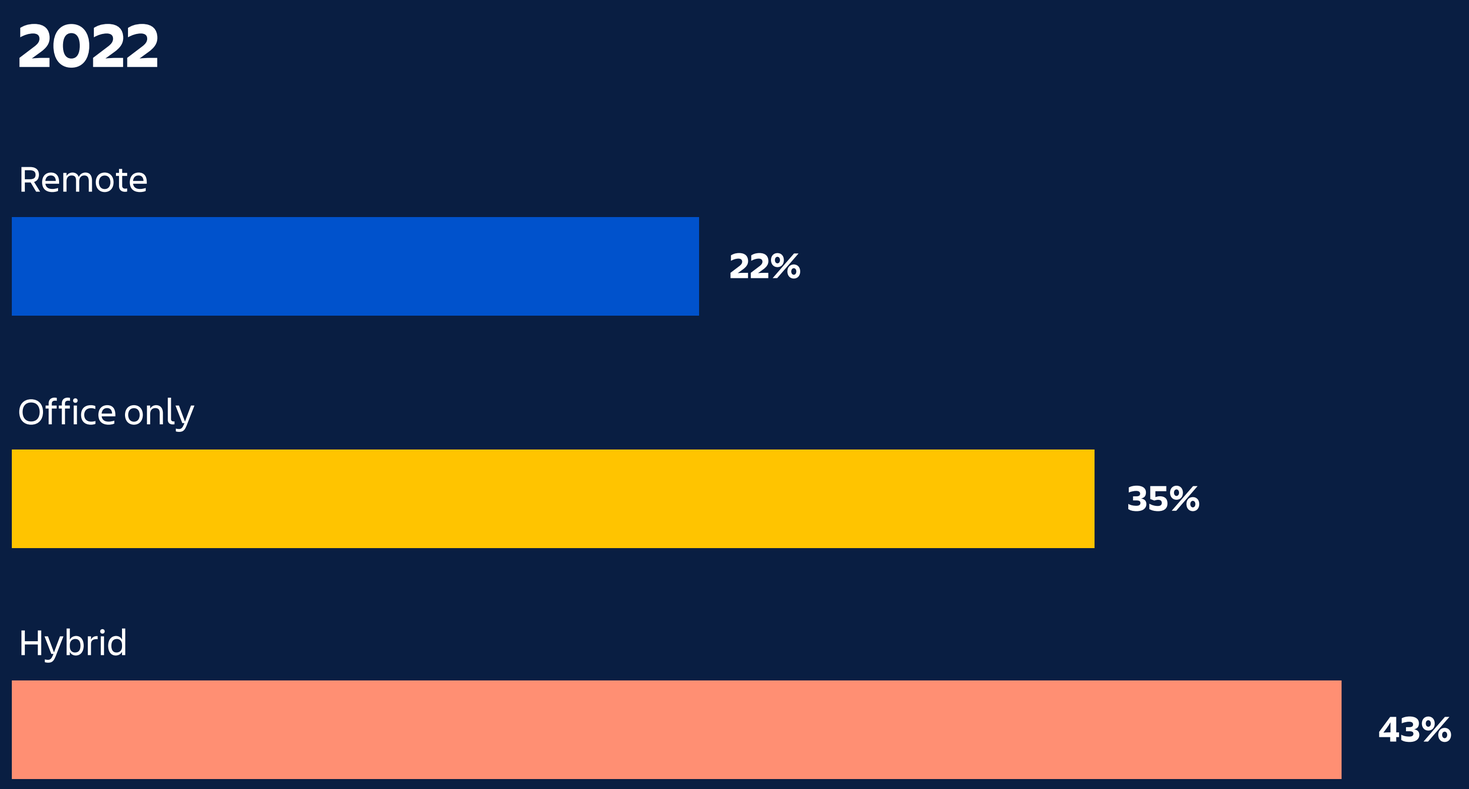


Distributed workforce



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Employee experience

3.6

hours per day looking for information

** based on Coveo's Workplace Relevance Report*

44%

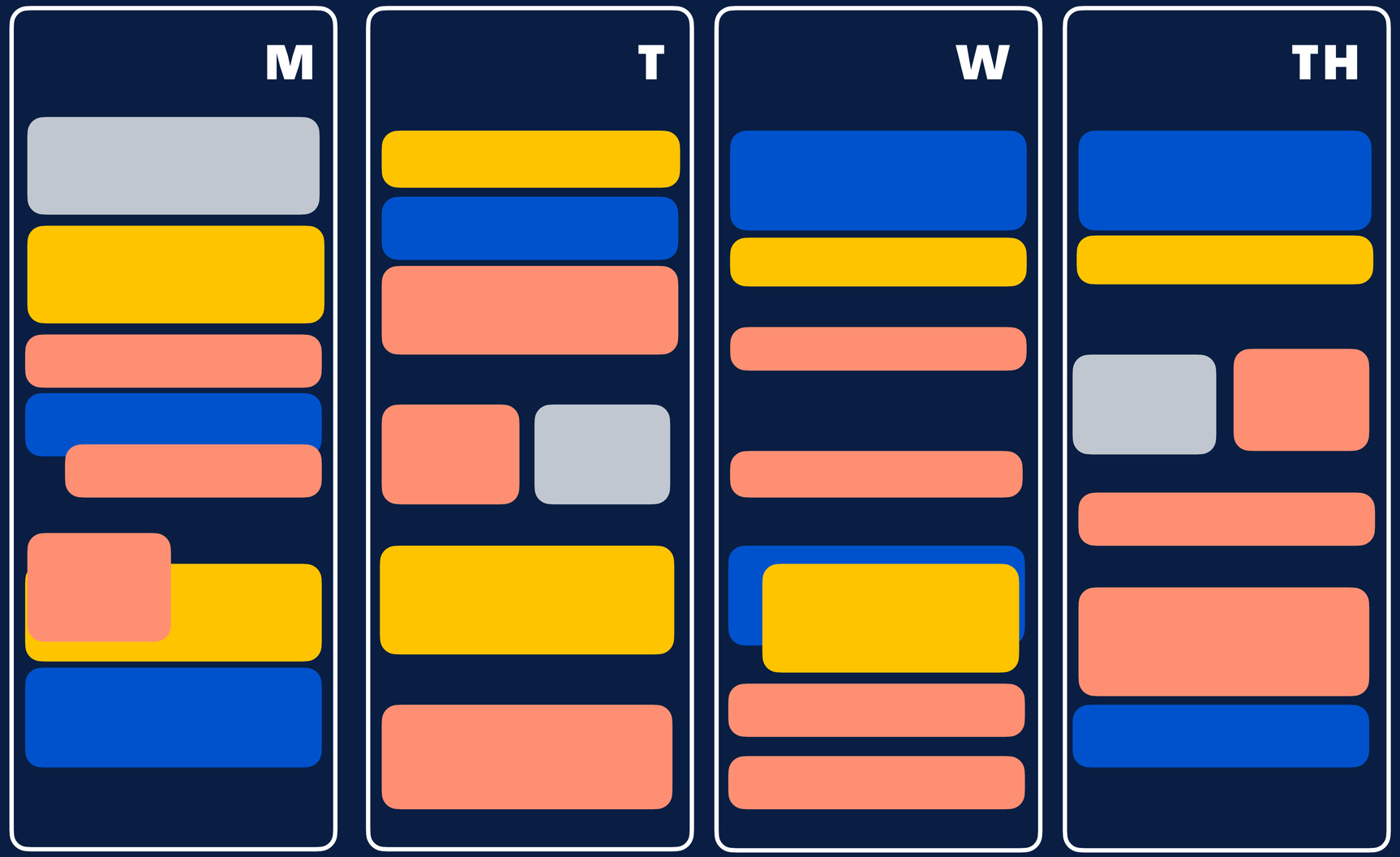
of the time, they can't find the information they are looking for

60%

more time in meetings

60%

more time in meetings



60%

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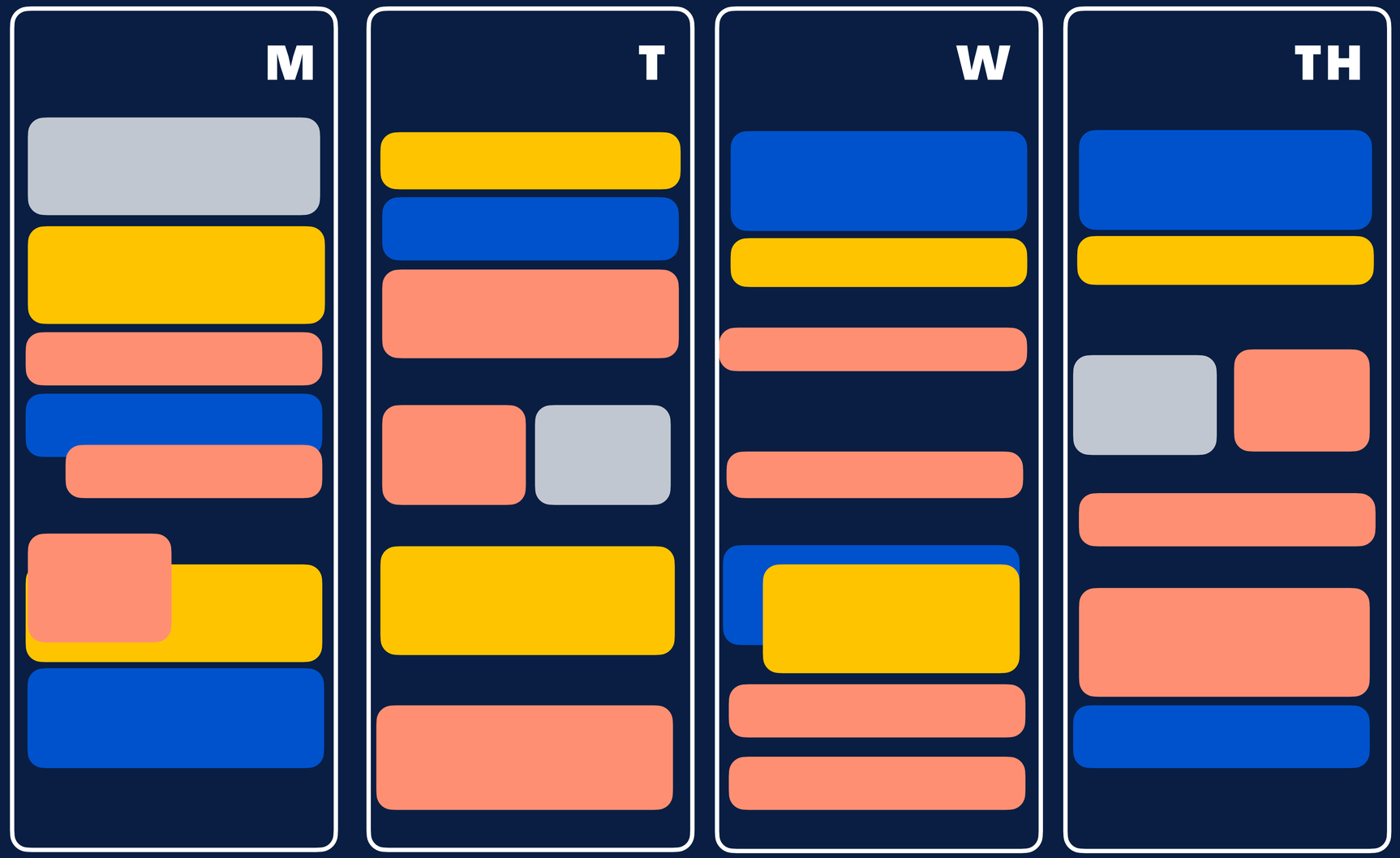


ALL TEAMS
working together

They operate with
AUTONOMY

They are
ALIGNED

ATLASSIAN Together

Confluence

Trello

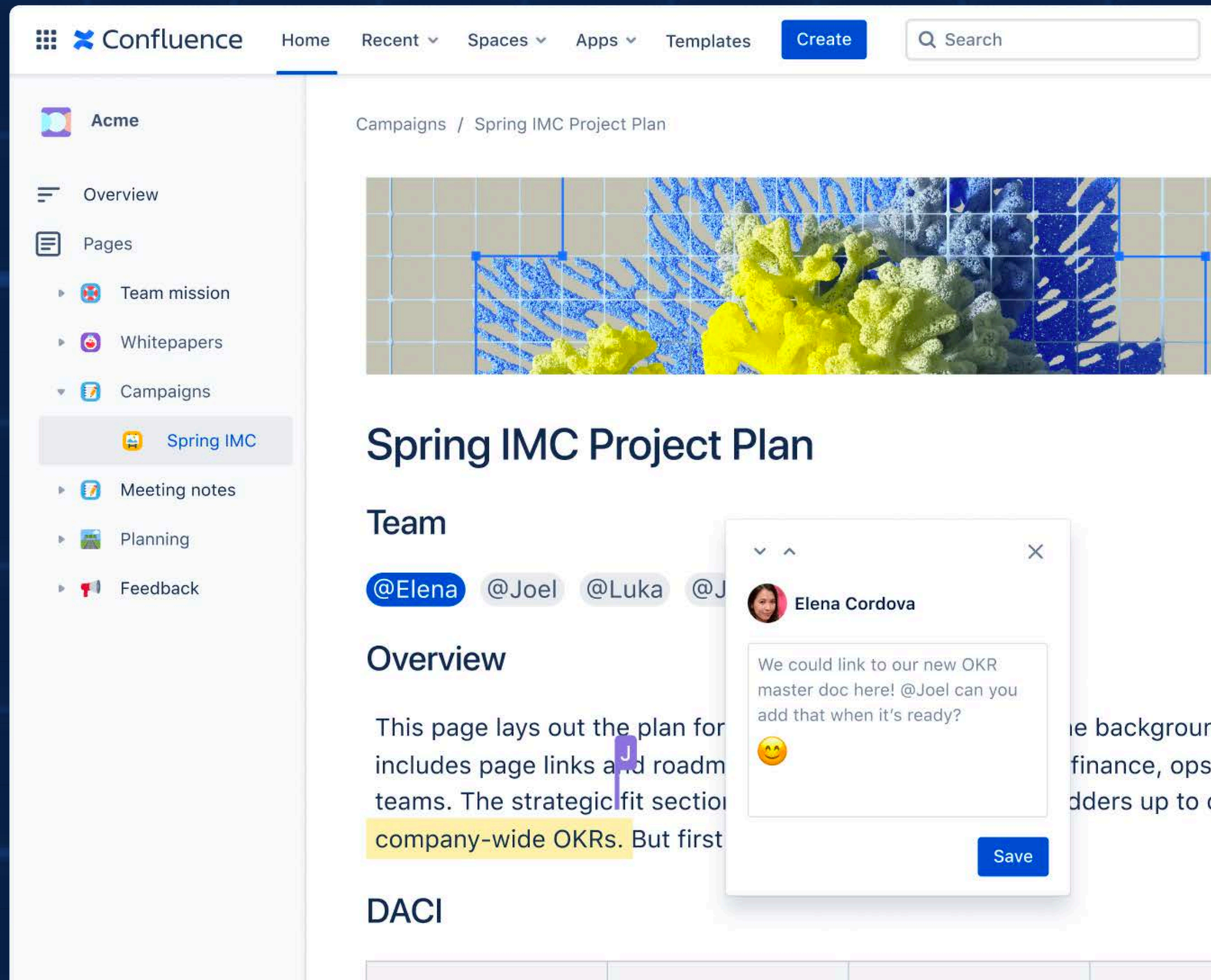
Atlas

Jira Work Management

ATLASSIAN Access

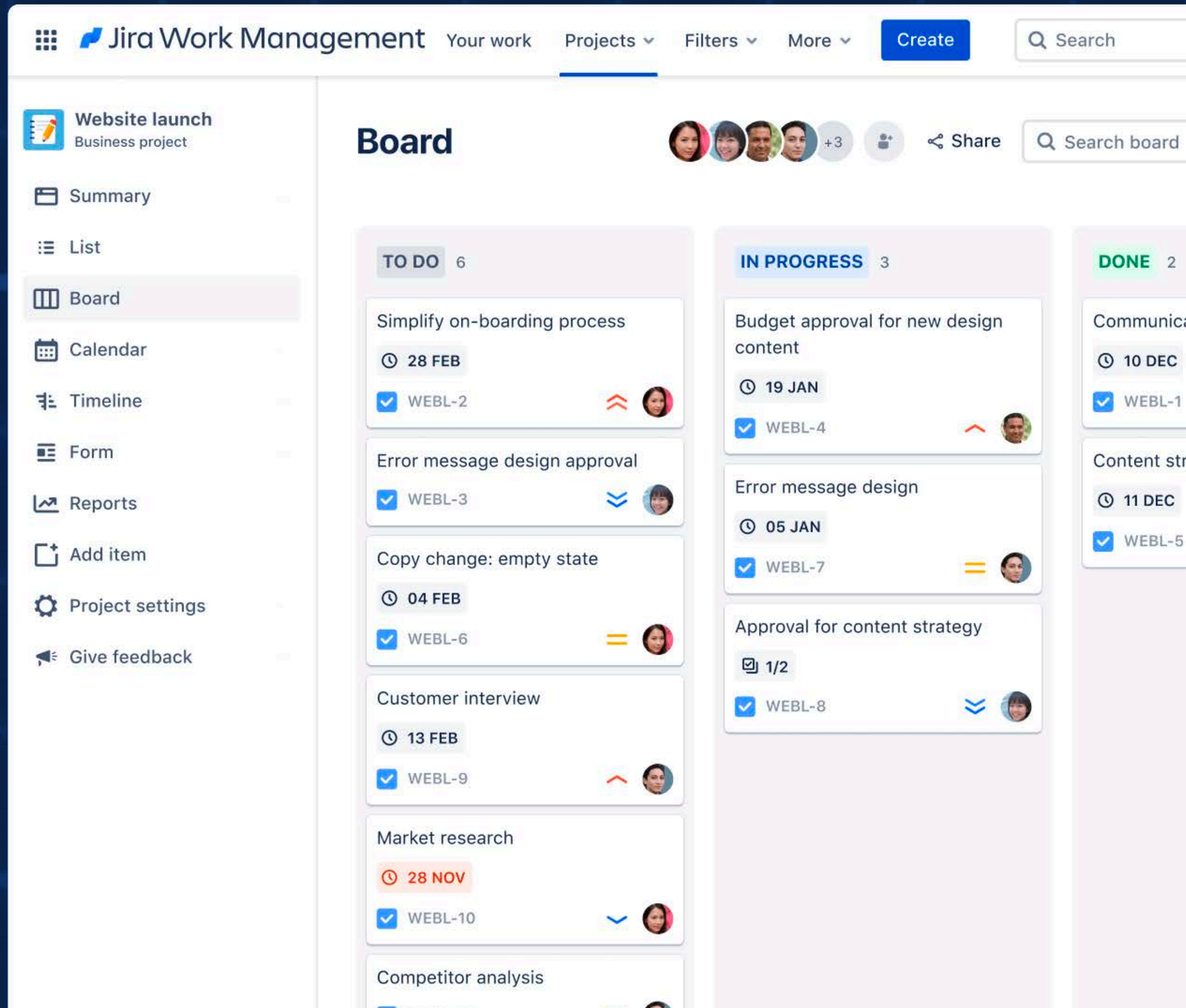
Confluence

Remote-friendly
team workspace



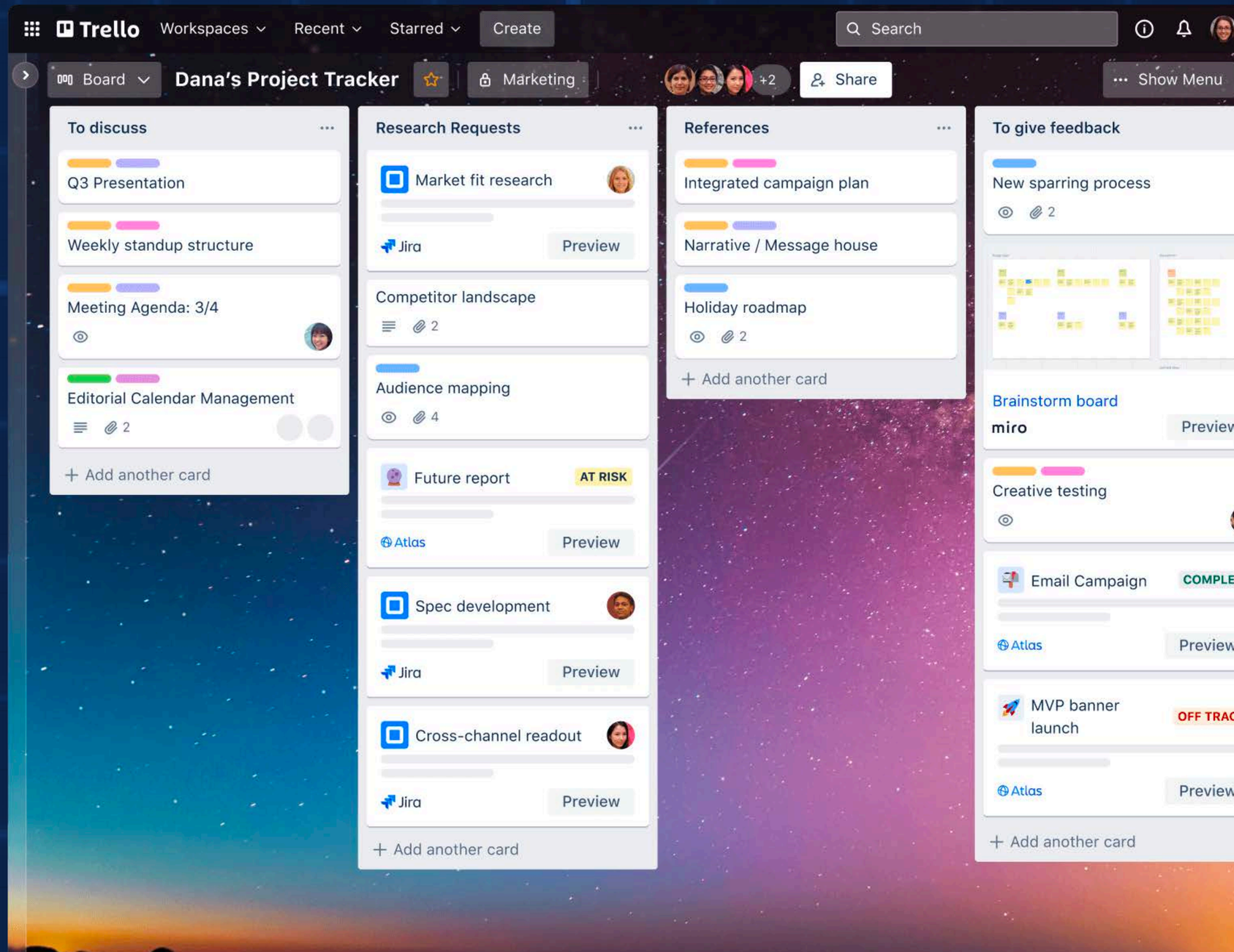
Jira Work Management

Plan, track, and manage work in one place



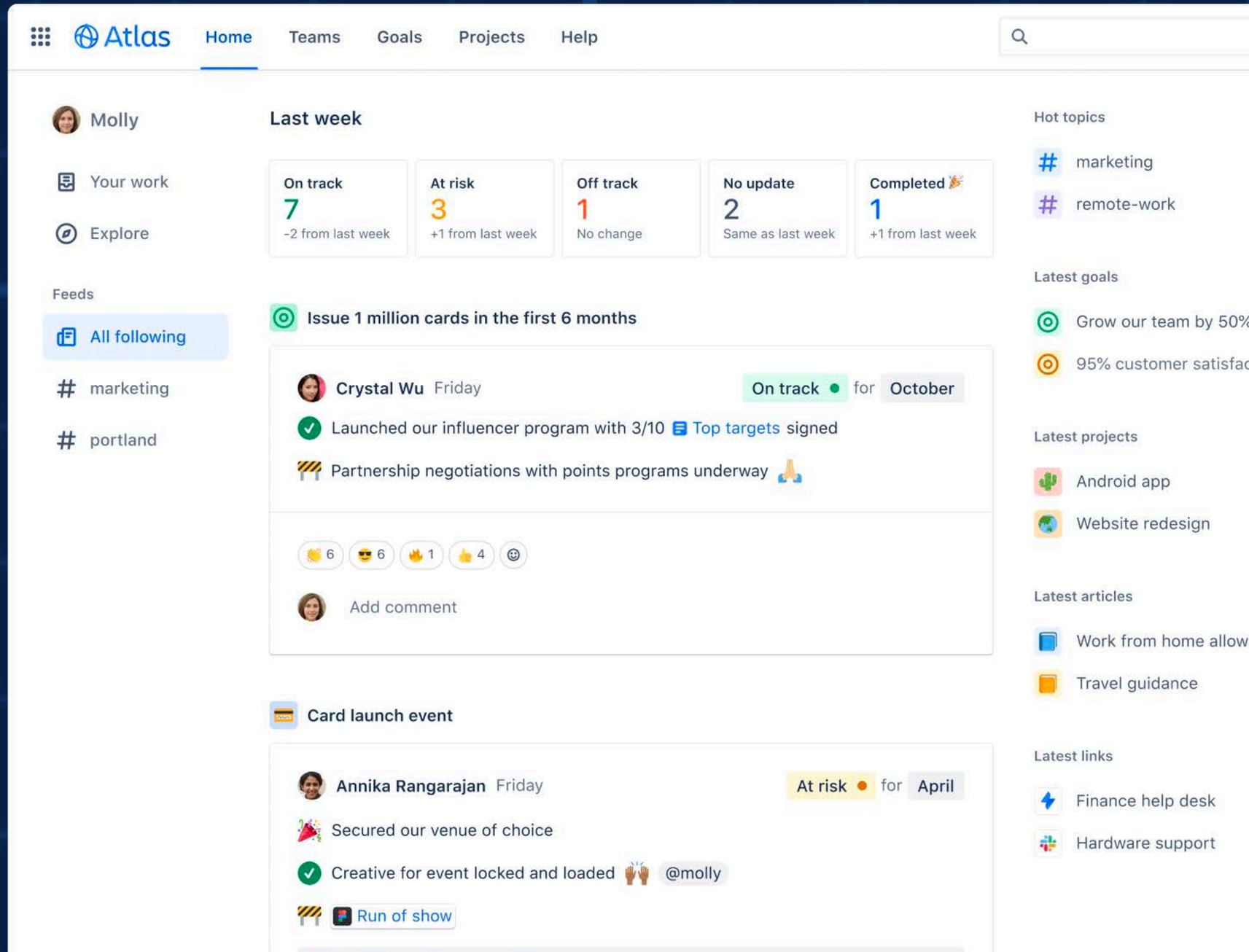
Trello

Personal dashboard to track tasks and more

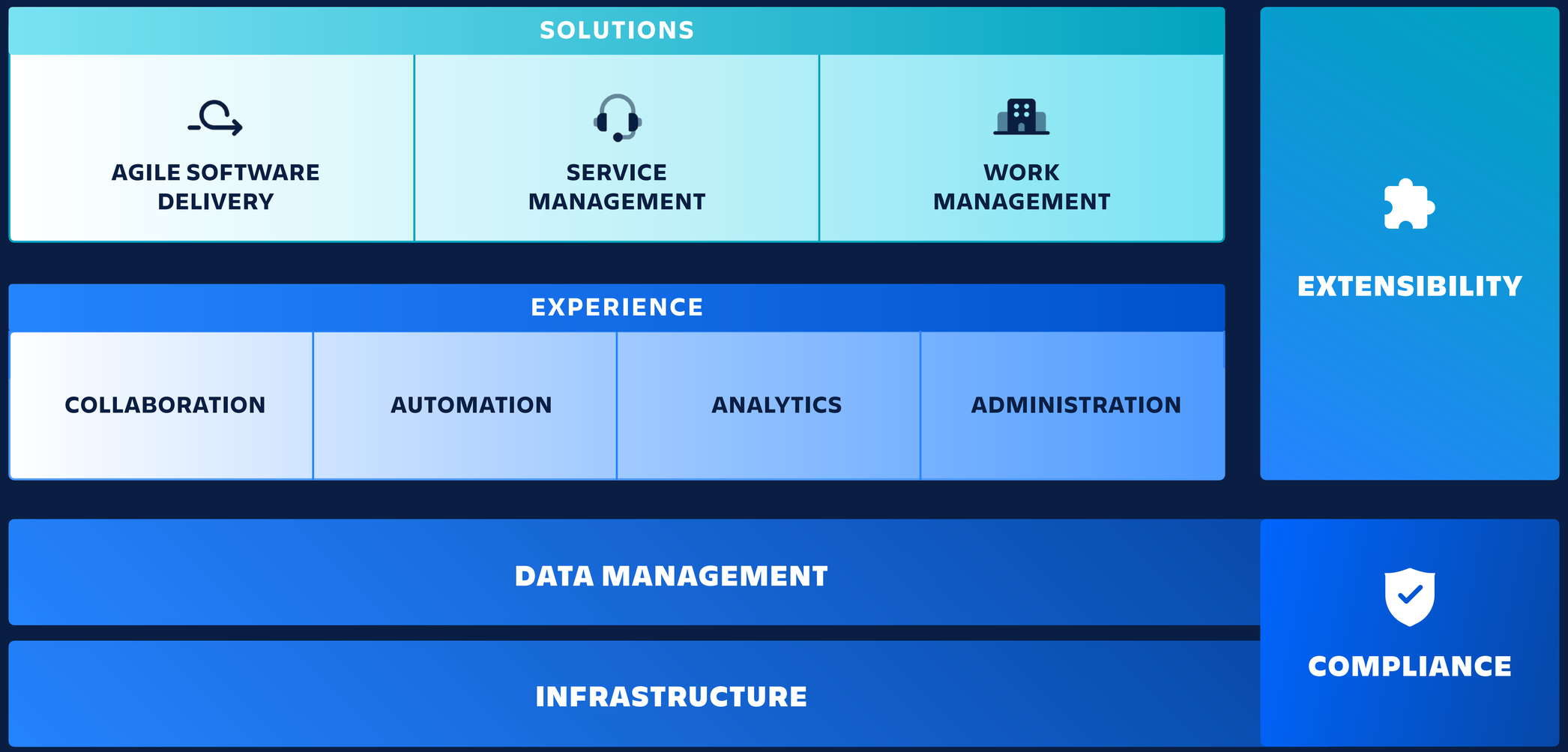


Atlas

The **first** teamwork directory



One platform

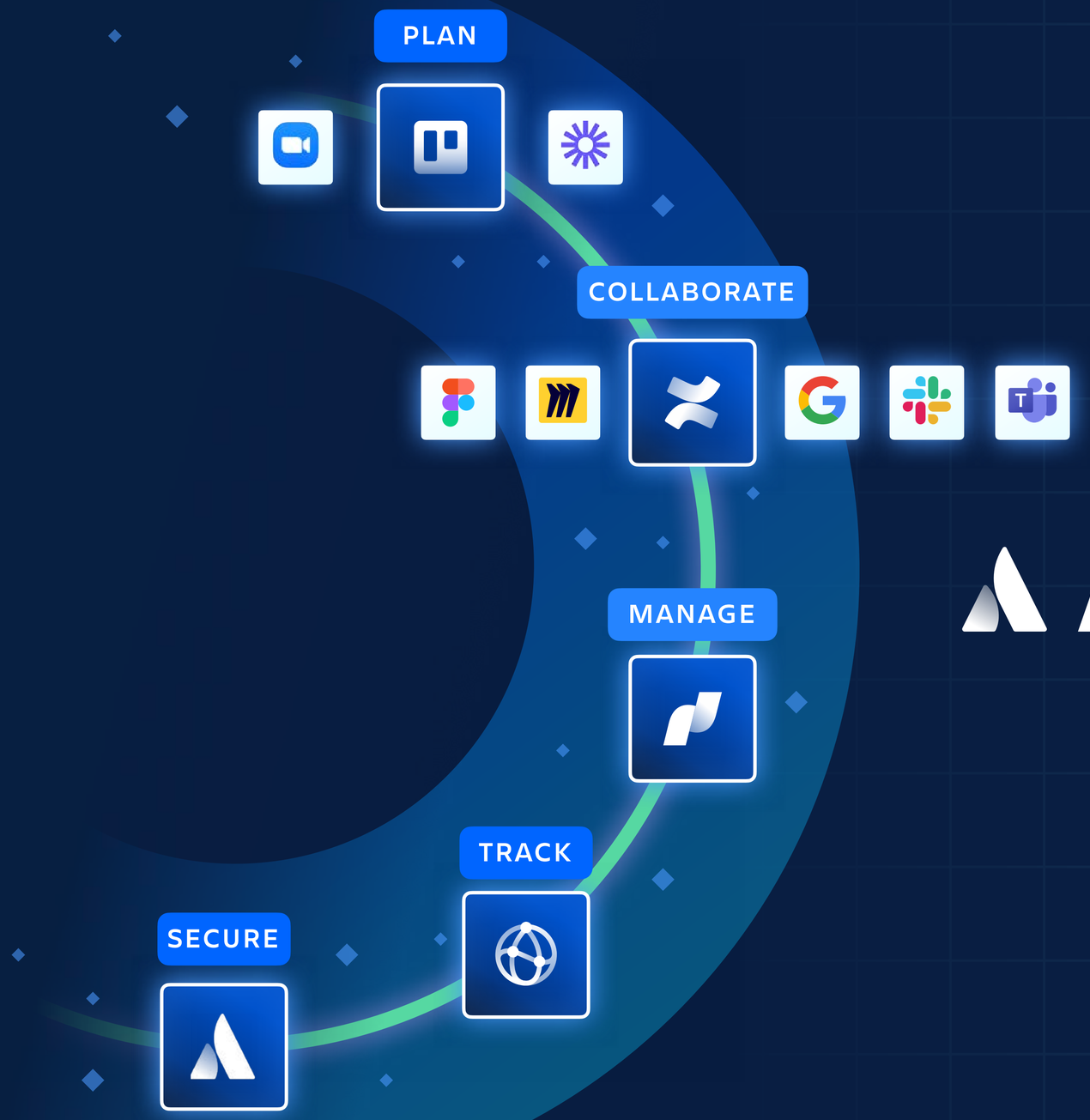


AS LOW AS

$15.20 per user, per month billed annually

for enterprise teams over 1,000 users

A single subscription

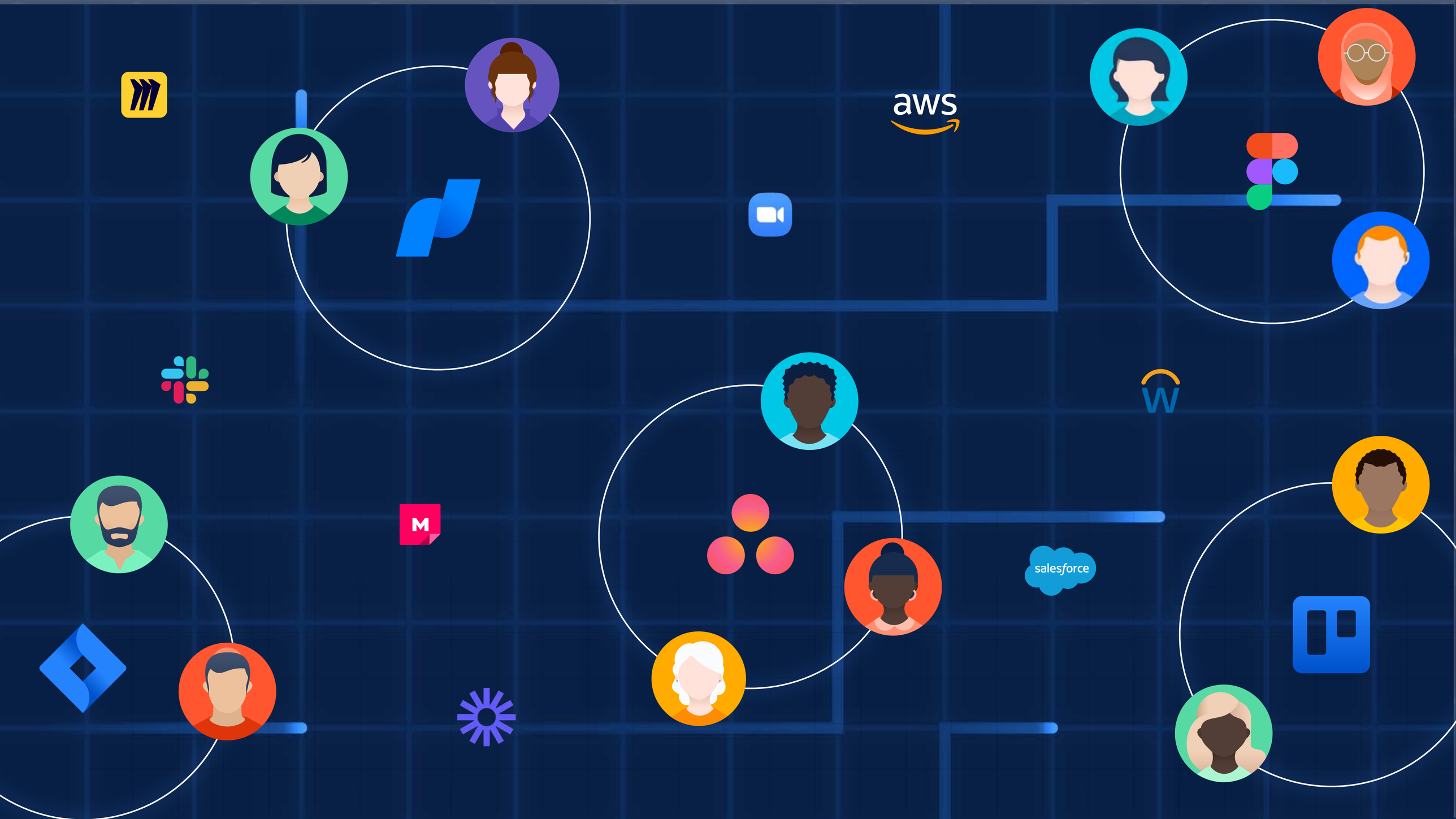


ATLASSIAN Together

Business & tech team collaboration

Desired business outcomes:

- Align tech teams with business goals
- Drive responsiveness into the business
- Cross-functional coordination at scale


aws
salesforce

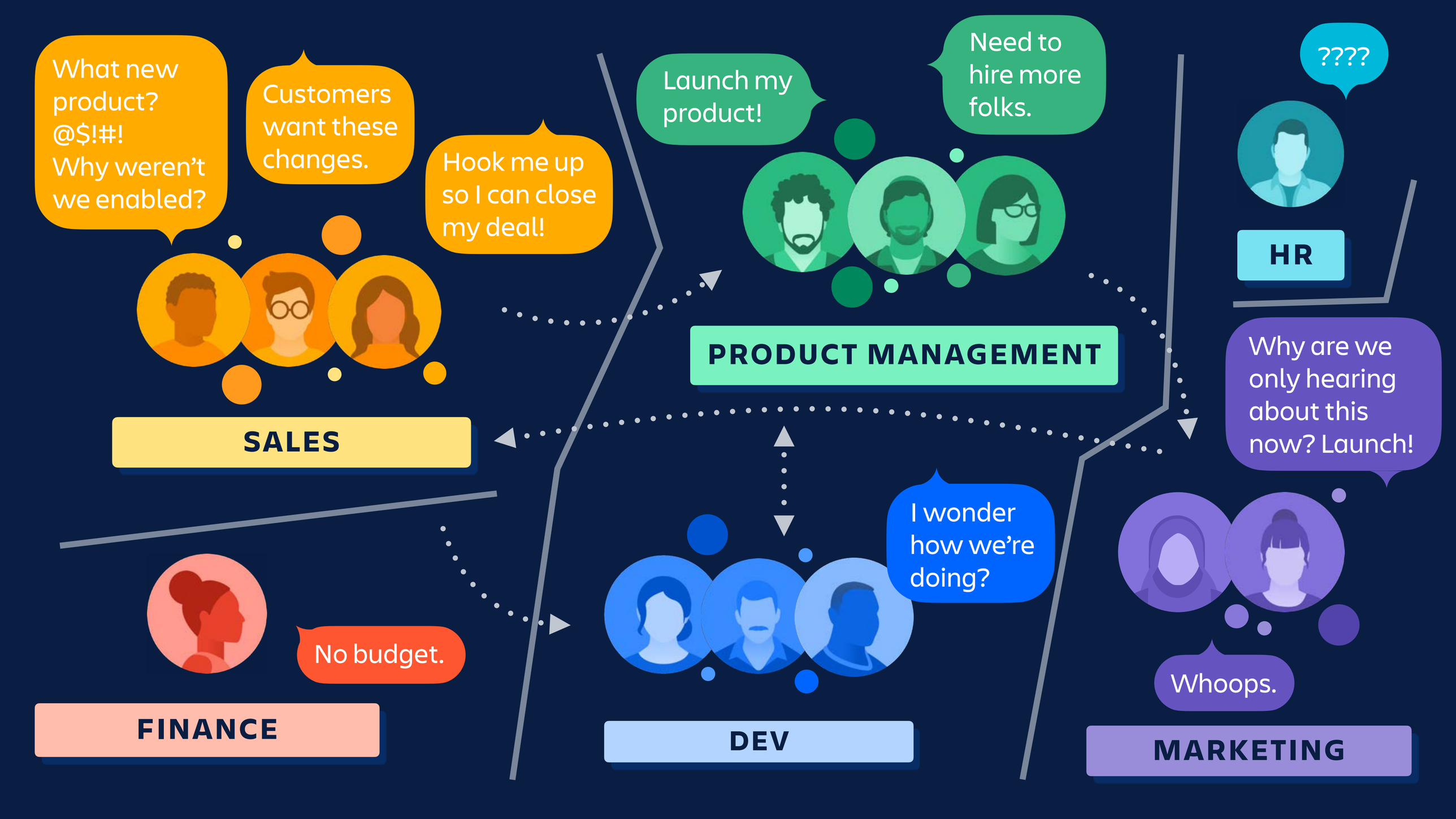
“

The **Atlassian Product Suite** is the most popular developer “tool” by number of customers and has dominated this chart for years.

OKTA 2023 BUSINESS AT WORK REPORT

65%

of software teams use Jira Software **and** Confluence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PRODUCT MANAGEMENT
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HR
Why are we only hearing about this now? Launch!
Whoops.
MARKETING
I wonder how we're doing?
DEV
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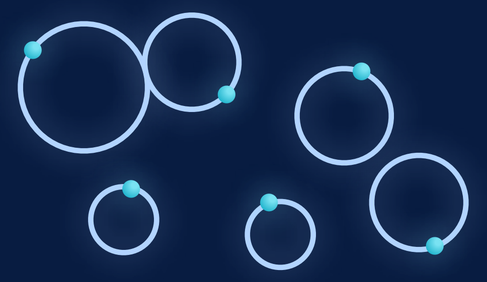
FINANCE

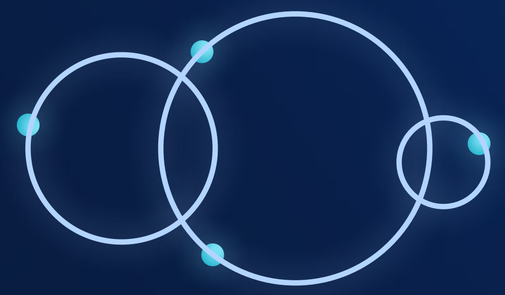
Biz & tech team collaboration

Biz & tech team collaboration

Business & tech team collaboration



Teams operate with **autonomy**



All teams working together

Those teams are **aligned**

BENEFITS

- Improve quality and speed to market
- Work is discoverable and real time
- Attract and retain talent with modern solutions
- Connect technical and nontechnical teams
- Streamline collaboration and workflows
- Align on company, team, and cross-team goals

Tool proliferation

Desired business outcomes:

- Consolidate number of tools
- Reduce cost & admin complexity
- Optimize around business needs

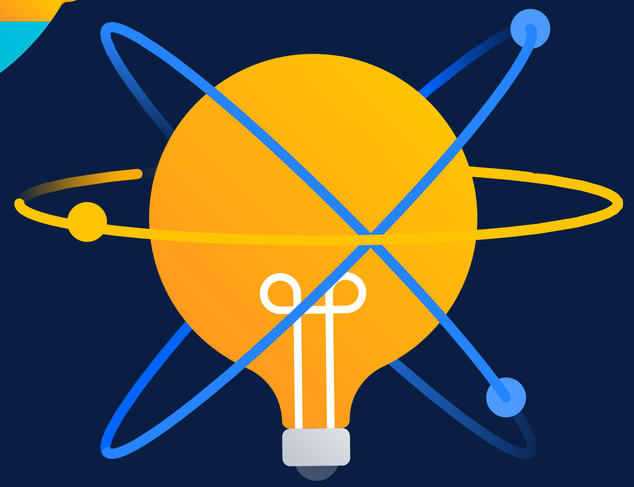
“

What caught my eye is the potential to hopefully eliminate some of our duplicate tools. **We want fewer, more strategic vendors to help us.**

ATLASSIAN TOGETHER CUSTOMER

salesforce
ATLASSIAN

Company-wide visibility, security, and control across your Atlassian Cloud infrastructure



Distributed workforce & employee experience

Desired business outcomes:

- Maximize productivity
- Flexible work environments
- Visibility into work
- Be a great place to work

UNIVERSAL ACCESS TO THE ORG'S COLLECTIVE KNOWLEDGE

A SIMPLE WAY TO MANAGE WORK ACROSS MULTIPLE TOOLS

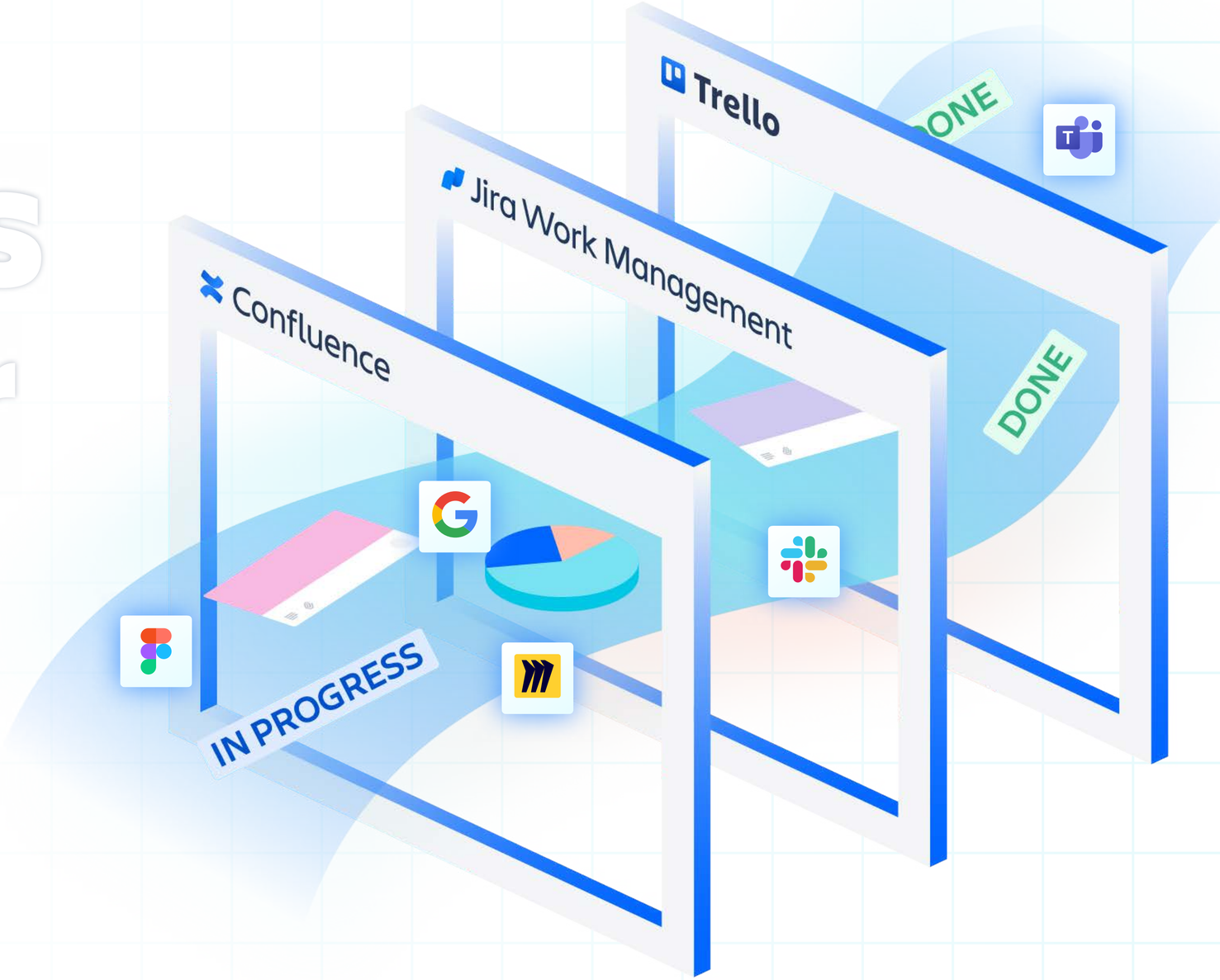
AN EASY WAY TO TRACK AND COMMUNICATE ABOUT WORK

CONTEXT DELIVERED PROACTIVELY RATHER THAN FORCING SEARCH

VISIBILITY INTO HOW THEIR WORK CONTRIBUTES TO TEAM SUCCESS

Windows into your work

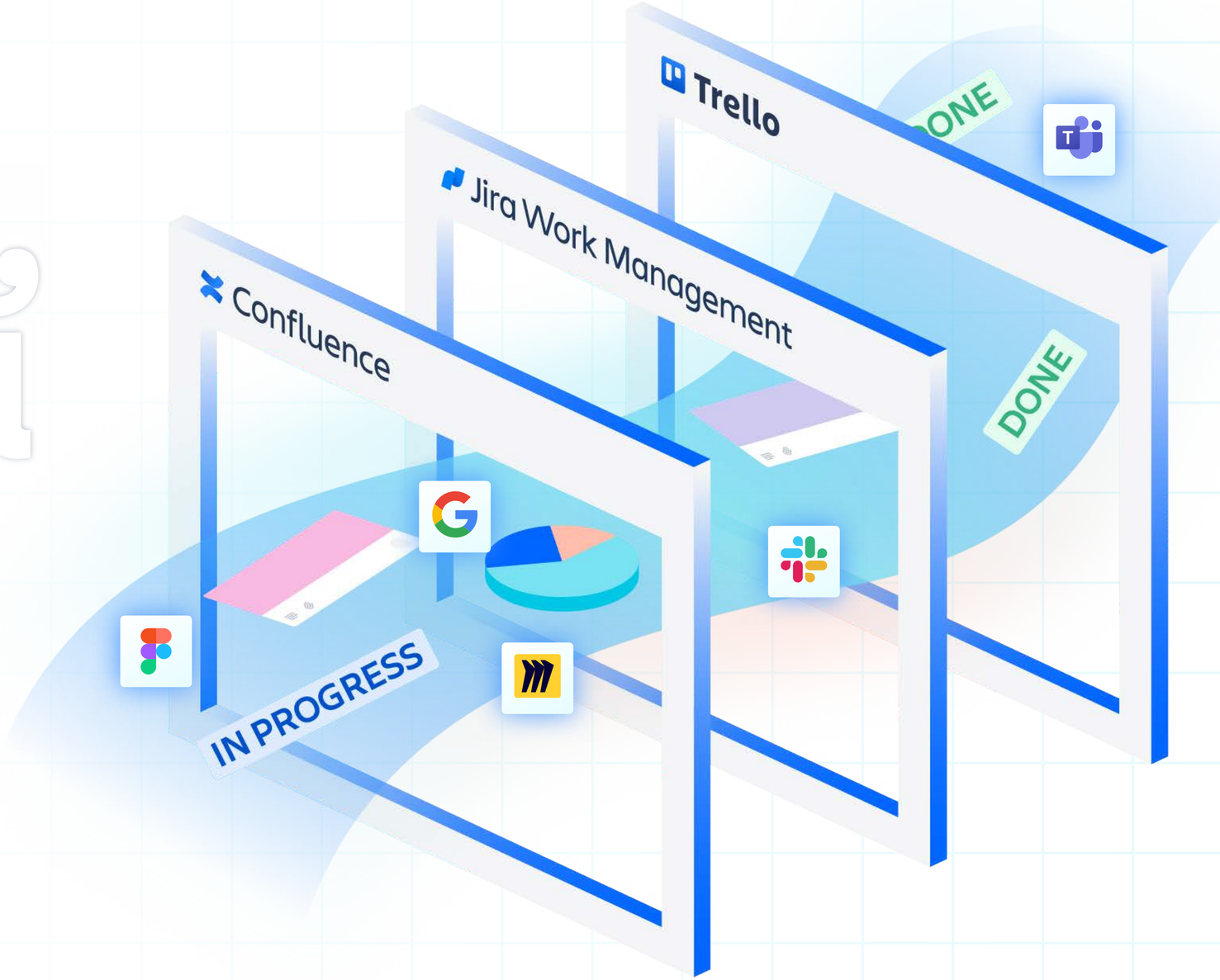
with Atl



No setup, no install

+

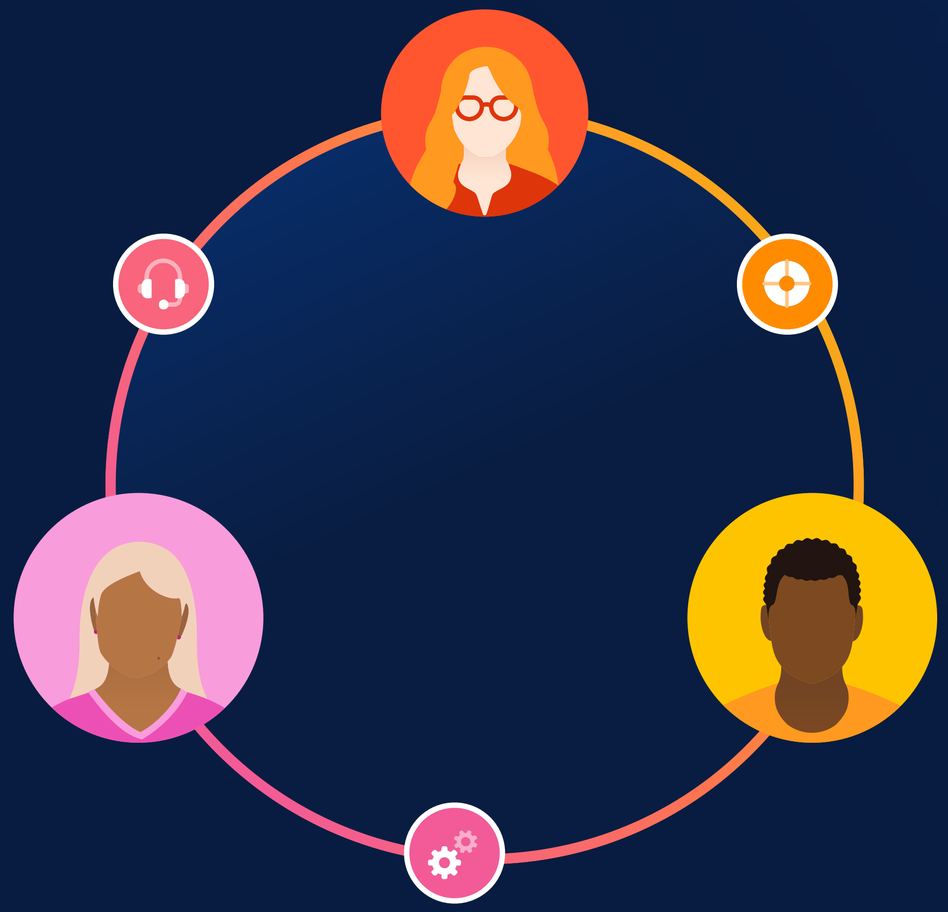
secure



jexo
K15t
eazyBI
ELEMENTS

stripe
salesforce
K15t
jexo
eazyBI
ELEMENTS

Work **DIFFERENTLY** together



HOW

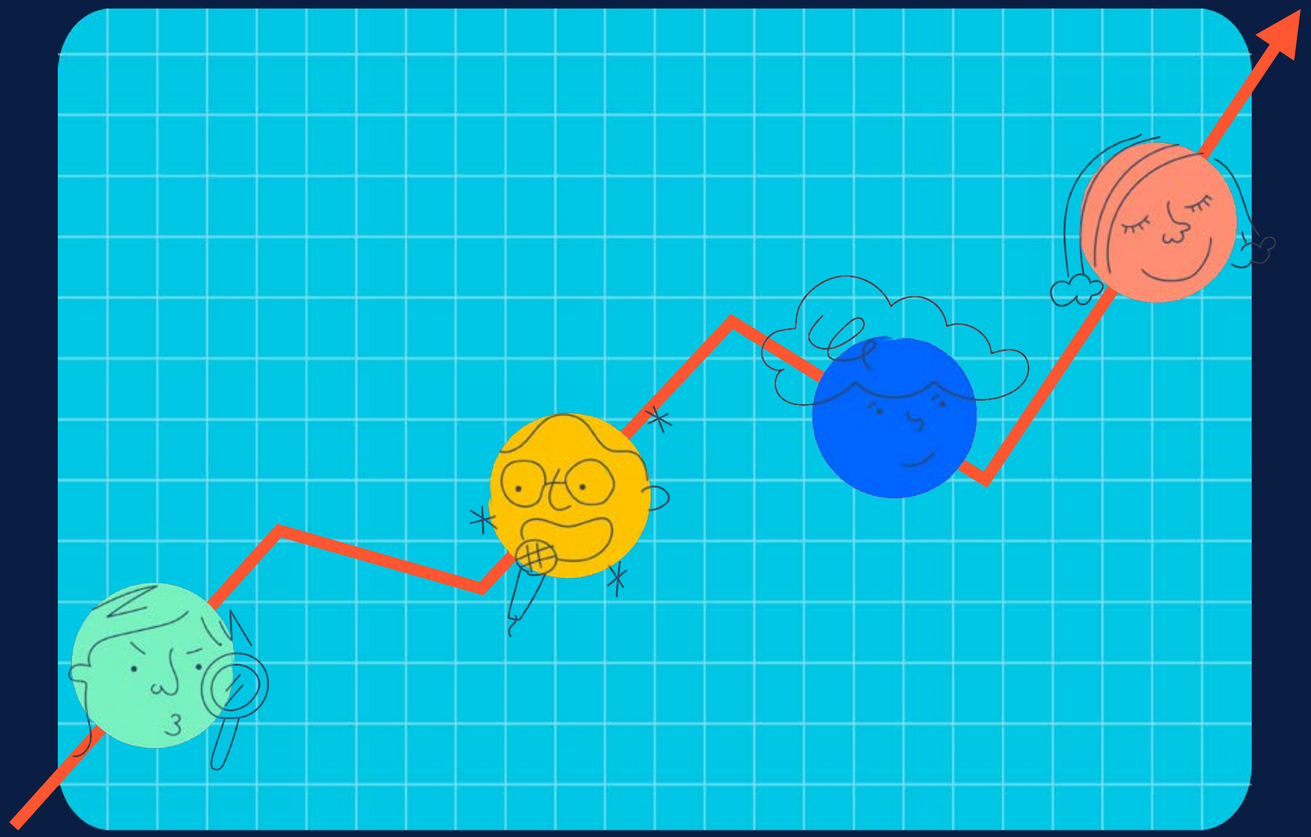
you collaborate

Businesses with **ENGAGED WORKERS** have

23%

HIGHER PROFITS

A framework for tracking team health over time



TEAM PLAYBOOK

- ALIGNING ON PROJECT GOALS
- BECOMING AN AGILE TEAM
- EMBRACING REMOTE WORK
- RUNNING BETTER MEETINGS

ATLASSIAN'S WORK MANAGEMENT ADVISORS

PRACTICES

+

TOOLS

=

HIGH-PERFORMING TEAM(S)

PRODUCT MANAGEMENT
HR
SALES
MARKETING
ATLASSIAN Together
Demo
FINANCE
DEV

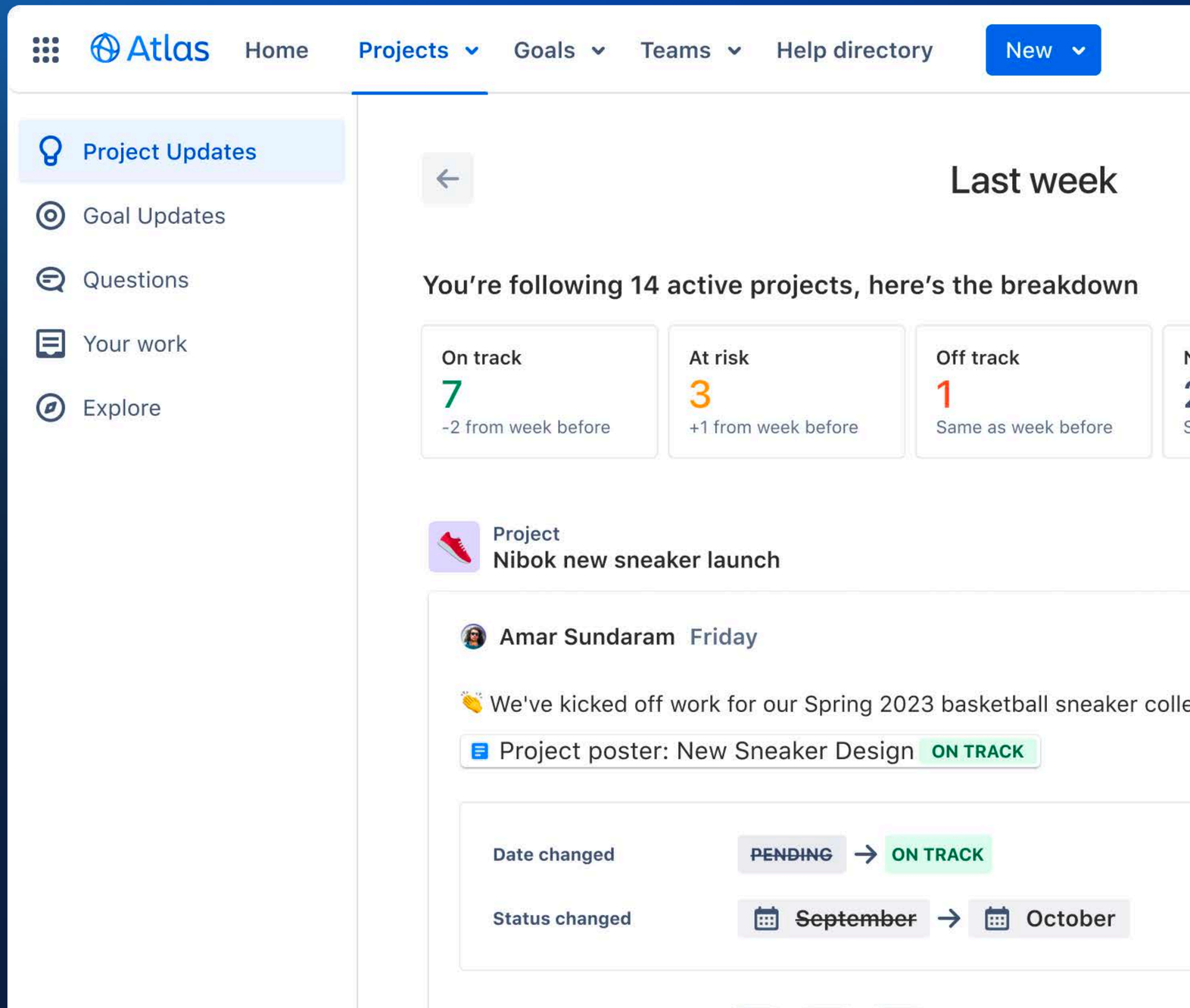
Introducing

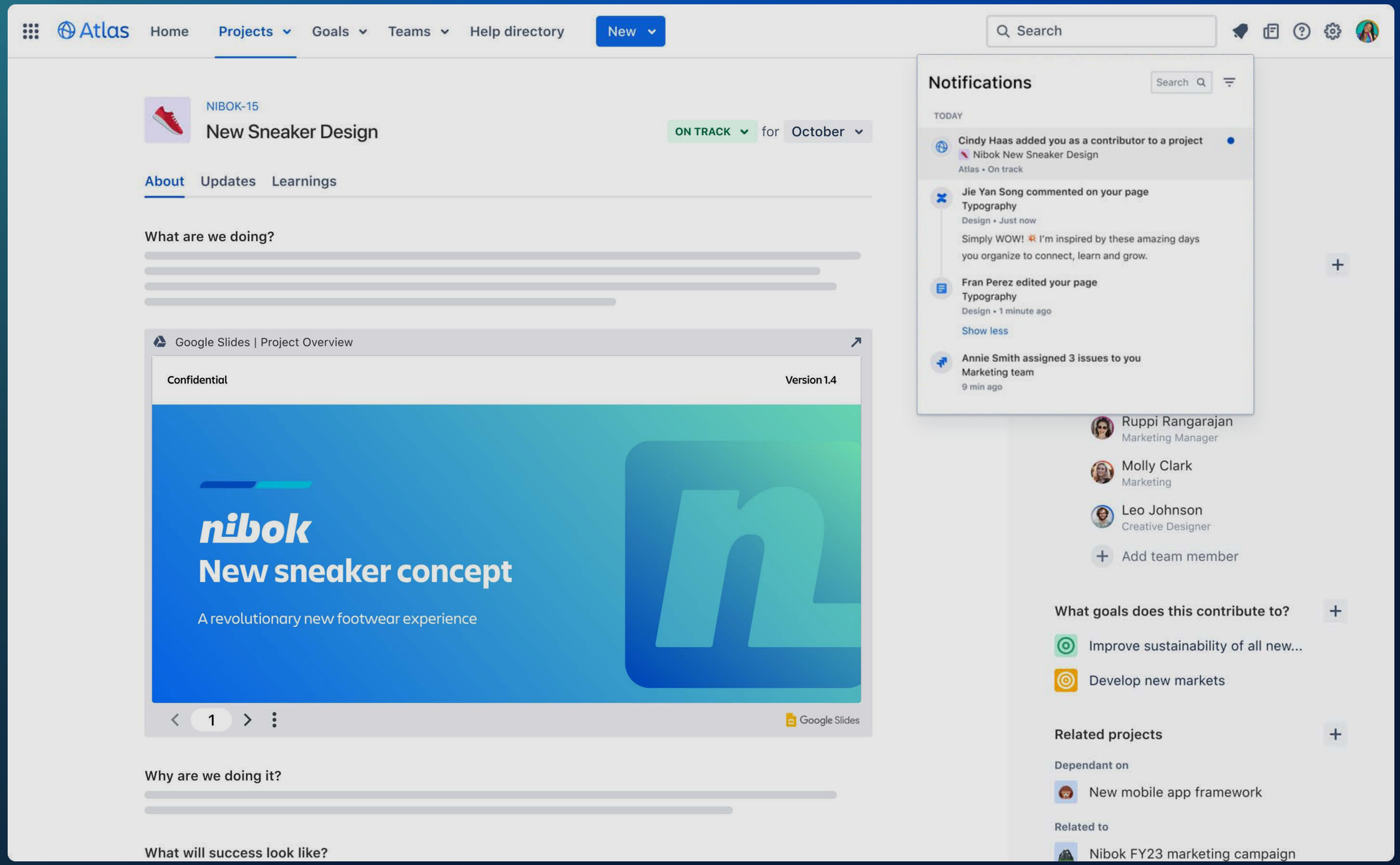
ATLASSIAN ATHLETICS

PDT: GMT -7
EDT: GMT -4
ICT: GMT +7

salesforce

Atlas


Atlas
Home
Projects
Goals
Teams
Help directory
New
Project Updates
Goal Updates
Questions
Your work
Explore
Last week
You're following 14 active projects, here's the breakdown
On track
7
-2 from week before
At risk
3
+1 from week before
Off track
1
Same as week before
Project
Nibok new sneaker launch
Amar Sundaram Friday
We've kicked off work for our Spring 2023 basketball sneaker colle
Project poster: New Sneaker Design ON TRACK
Date changed
PENDING
ON TRACK
Status changed
September
October


Atlas
Home
Projects
Goals
Teams
Help directory
New
Search
NIBOK-15
New Sneaker Design
ON TRACK
for
October
About
Updates
Learnings
What are we doing?
Google Slides | Project Overview
Confidential
Version 1.4
nibok
New sneaker concept
A revolutionary new footwear experience
1
Google Slides
Why are we doing it?
What will success look like?
Notifications
Search
TODAY
Cindy Haas added you as a contributor to a project
Nibok New Sneaker Design
Atlas • On track
Jie Yan Song commented on your page
Typography
Design • Just now
Simply WOW! I'm inspired by these amazing days you organize to connect, learn and grow.
Fran Perez edited your page
Typography
Design • 1 minute ago
Show less
Annie Smith assigned 3 issues to you
Marketing team
9 min ago
Ruppi Rangarajan
Marketing Manager
Molly Clark
Marketing
Leo Johnson
Creative Designer
Add team member
What goals does this contribute to?
Improve sustainability of all new...
Develop new markets
Related projects
Dependant on
New mobile app framework
Related to
Nibok FY23 marketing campaign

Atlas | Home | Projects | Goals | Teams | Help directory | New | Search

NIBOK-15

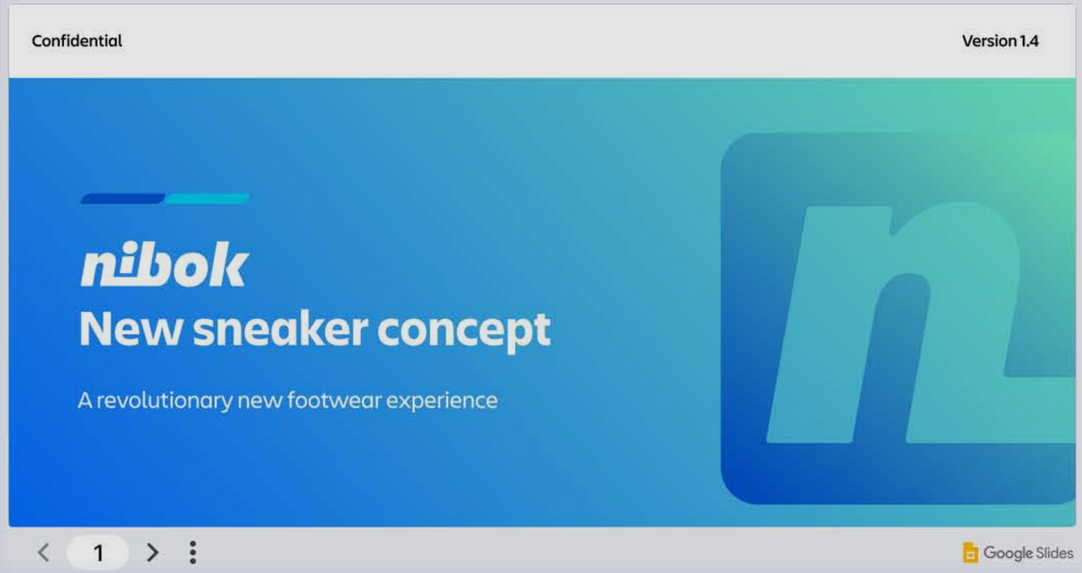
New Sneaker Design

ON TRACK for October

About | Updates | Learnings

What are we doing?

Google Slides | Project Overview



Why are we doing it?

What will success look like?

Following

Owner

Amar Sundaram

Contributors 5

Nibok Innovation Team

- Crystal Wu — Lead Shoe Designer
- Lee Perez — Footwear Producer
- Ruppi Rangarajan — Marketing Manager
- Molly Clark — Marketing
- Leo Johnson — Creative Designer

Add team member

What goals does this contribute to?

- Improve sustainability of all new...
- Develop new markets

Related projects

Dependant on

New mobile app framework

Related to

Nibok FY23 marketing campaign

Ruppi Rangarajan
Marketing Manager

Molly Clark
Marketing

Leo Johnson
Creative Designer

Add team member

Improve sustainability of all new products by 2024

On track

Atlas

Preview

What goals does this contribute to?

Improve sustainability of all new...

Develop new markets

Related projects

Dependant on

New mobile app framework

Related to

Atlas | Home | Projects | Goals | Teams | Help directory | New | Search

Projects / Nibok new sneaker launch

Nibok new sneaker launch

ON TRACK

About | Updates | Learnings

Project history

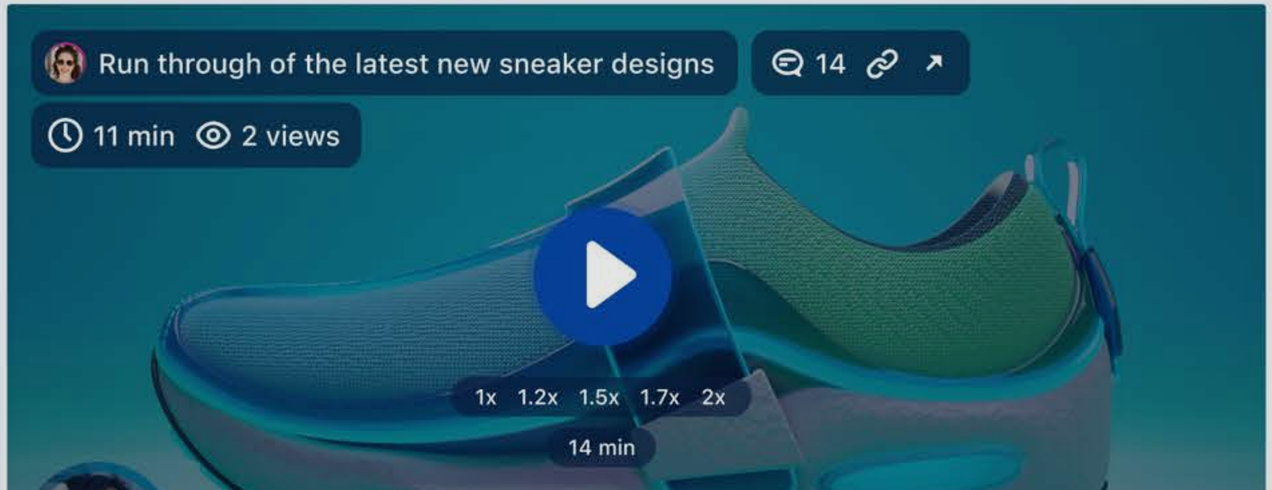
27 Apr – 3 May | 4-10 May | 11–17 May | 8–14 Jun | 15-21 Jun | 29 Jun – 4 Jul | Last week | This week

Last week

Amar Sundaram Friday — ON TRACK for October

Incorporated the latest feedback and got approvals to move to the next stage 🙌 @ruppi

Loom - Run through of the creative for the new sneaker launch



Following

Owner

Amar Sundaram

Contributors 5

Nibok Innovation Team

- Crystal Wu — Lead Sneaker Designer
- Lee Perez — Footwear Producer
- Ruppi Rangarajan — Marketing Manager
- Molly Clark — Marketing
- Leo Johnson — Creative Designer

Add team member

What goals does this contribute to?

- Improve sustainability of all new...
- Develop new markets

Related projects

Dependant on

Atlas | Home | Projects | Goals | Teams | Help directory | New | Search

Crystal Wu

Crys

Give kudos

Start a team together

About

Lead Sneaker Designer

Innovation

Nibok

New York

11:56am (GMT-04:00)

CONTACT

cwu@nibok.com

MANAGER

Cindy Haas
Head of Design

Worked on

View all

Design spec
Sneaker Design • Zlatica Chalupka and 3 others have all worked on this

Customer feedback
Innovation team • Cindy Hass and 2 others have all worked on this

Learnings from Holiday Season 2021
Crystal Wu

Show more

Project and goals

Follow

Current | Completed | Following

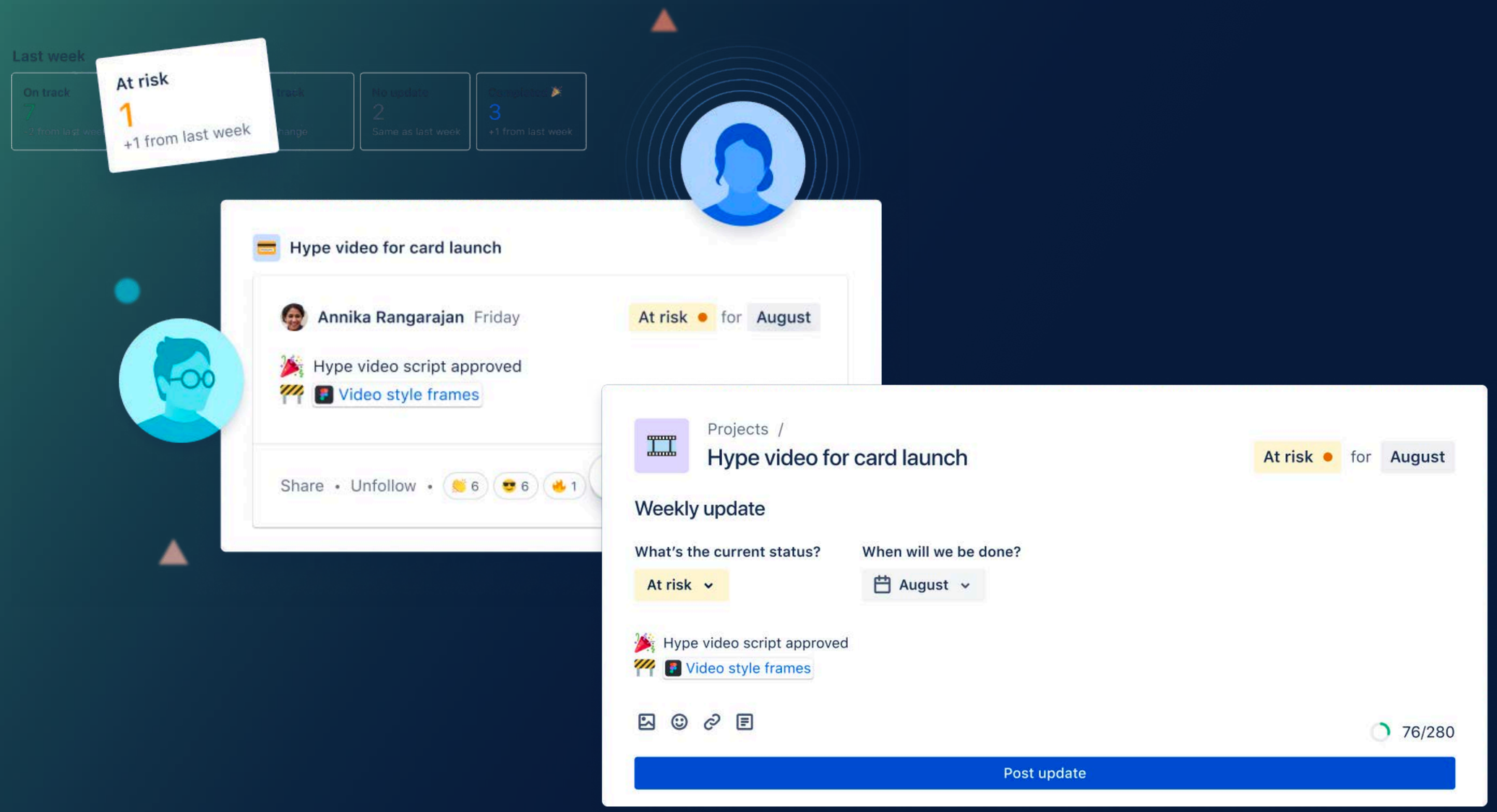
Goals

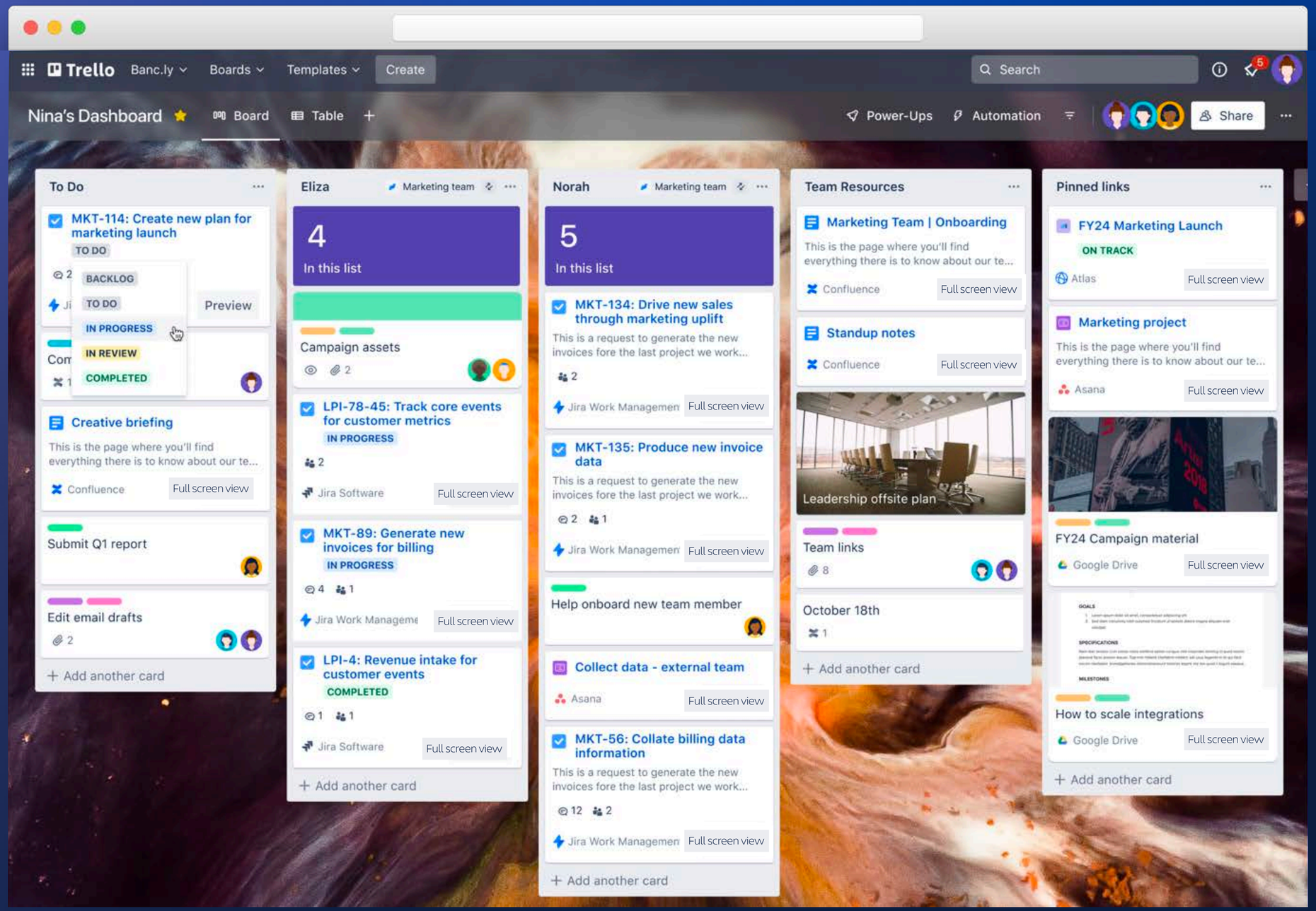
Improve sustainability of all new products by 2024
12 Contributors • 13 Followers
January | ON TRACK

Develop new markets
6 Contributors • 10 Followers
March | AT RISK

Projects

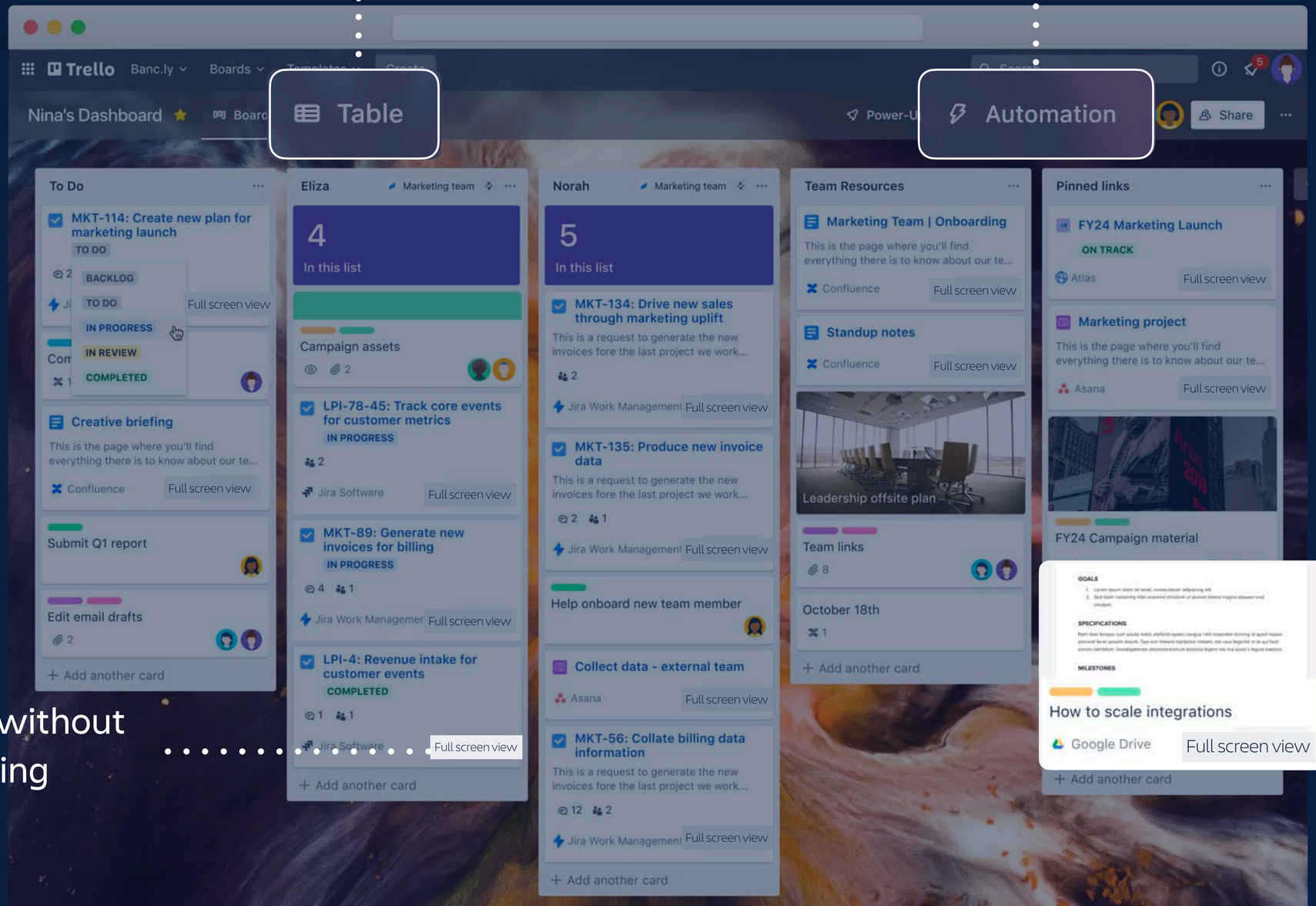
New Sneaker Design
12 Contributors • 13 Followers
January | AT RISK


Last week
On track
7
No update
2
Same as last week
3
+1 from last week
At risk
1
+1 from last week
Hype video for card launch
Annika Rangarajan Friday
At risk
for
August
Hype video script approved
Video style frames
Share • Unfollow •
6
6
1
Projects /
Hype video for card launch
At risk
for
August
Weekly update
What's the current status?
When will we be done?
At risk
August
Hype video script approved
Video style frames
76/280
Post update


Trello
Banc.ly
Boards
Templates
Create
Search
Nina's Dashboard
Board
Table
Power-Ups
Automation
Share
To Do
MKT-114: Create new plan for marketing launch
TO DO
BACKLOG
TO DO
IN PROGRESS
IN REVIEW
COMPLETED
Preview
Creative briefing
This is the page where you'll find everything there is to know about our te...
Confluence
Full screen view
Submit Q1 report
Edit email drafts
Add another card
Eliza
Marketing team
4
In this list
Campaign assets
LPI-78-45: Track core events for customer metrics
IN PROGRESS
Jira Software
Full screen view
MKT-89: Generate new invoices for billing
IN PROGRESS
Jira Work Manageme
LPI-4: Revenue intake for customer events
COMPLETED
Add another card
Norah
Marketing team
5
In this list
MKT-134: Drive new sales through marketing uplift
This is a request to generate the new invoices fore the last project we work...
Jira Work Managemen
MKT-135: Produce new invoice data
Help onboard new team member
Collect data - external team
Asana
MKT-56: Collate billing data information
Add another card
Team Resources
Marketing Team | Onboarding
Standup notes
Leadership offsite plan
Team links
October 18th
Add another card
Pinned links
FY24 Marketing Launch
ON TRACK
Atlas
Marketing project
Asana
FY24 Campaign material
Google Drive
How to scale integrations
Add another card

Experience boards in different views

Reduce manual work with automation and integrations



Work on tasks without context switching

Organize work with Smart Links

Normal text

Publish Close

Nibok Design / Page title

Page title

Design Decision

Status	NOT STARTED
Owner	@ mention the owner
Contributors	@ contributors
Approved	@ approver
Due date	Type // to add a date
Decision	
On this page	• Problem statement • Research insights • Solution hypothesis • Design options • Follow up • Source files

Problem statement

Describe the problem you're trying to solve and explain why it's important to your customers

Research insights

Summarize insights from personas, customer journeys, and other user research

Solution hypothesis

- Describe the results and user experience you expect once you implement your solution
- Explain the metrics or signals that define success

Design options

List the designs you're evaluating and explain the benefits and risks of each option. As you evaluate each option, list the criteria that inform your decision.

	Option 1	Option 2	Option 3
Overview	e.g., Add a		

Templates Import

Decis

All 149 Starred 1 Promoted 5

Custom 57 Marketplace 3 ...

Design Decision

Evaluate your design strategies and follow up on your design decisions.

Confluence

Normal text

Nibok Design / New Sneaker Design Decisions

New Sneaker Design Decisio

Status	NOT STARTED
Project	
Driver	@Amar
Approver	@Sarah Han
Contributors	Manufacturing team (@A
Informed	Leadership team (@Tam
Due date	30 Sep, 2022

Background

New Sneaker Design Decisions

Status	NOT STARTED
Project	New Sneaker Design ON TRACK
Driver	@Amar
Approver	@Sarah Han
Contributors	Manufacturing team (@Anh Vu @Duy Ho @RuppiR @Mc
Informed	Leadership team (@Tammy Smith @Elaine Zuniga @Blake
Due date	30 Sep, 2022

Background

Design assets

Background

Design assets

Adobe - Illustrator Sneaker options

Stitching options

Miro - Sample threads

Blues

Normal text | Publish | Close

Nibok Design / New Sneaker Design Decisions

New Sneaker Design Decisions

Status	NOT STARTED
Project	New Sneaker Design ON TRACK
Driver	@Amar
Approver	@Sarah Han
Contributors	Manufacturing team (@Anh Vu @Duy Ho @RuppiR @Mclark)
Informed	Leadership team (@Tammy Smith @Elaine Zuniga @Blake Flack)
Due date	30 Sep, 2022

Background

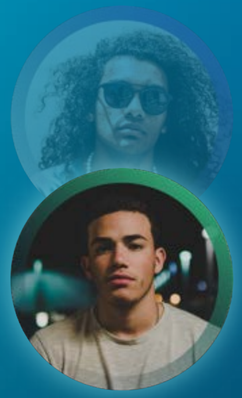
Design assets

Adobe - Illustrator Sneaker options

Share page

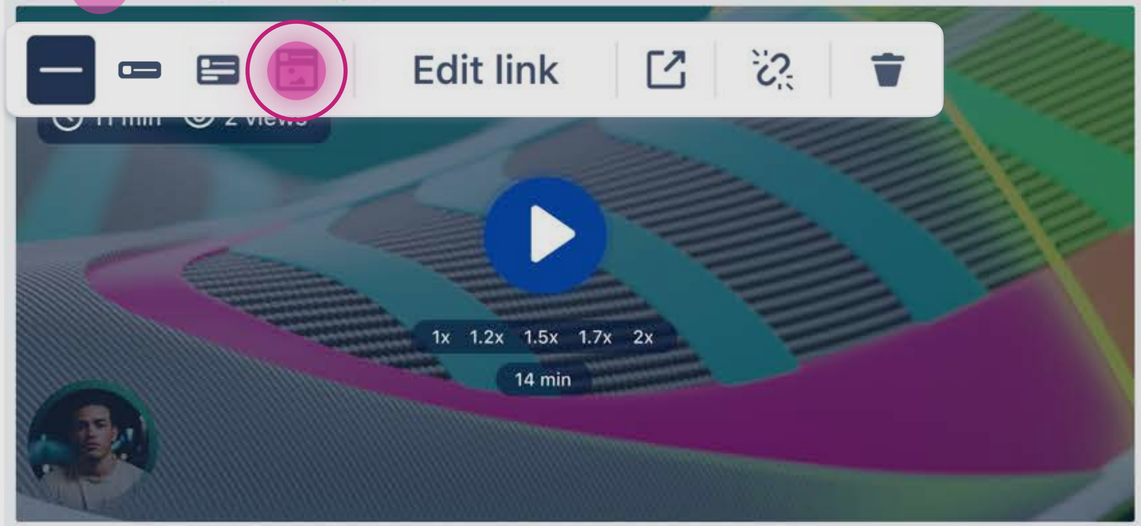
Manuf

- Nibok Manufacturing — Open team • 12 members
- Marketplace Development — Open team • 8 members
- Marketplace team — Open team • 13 members

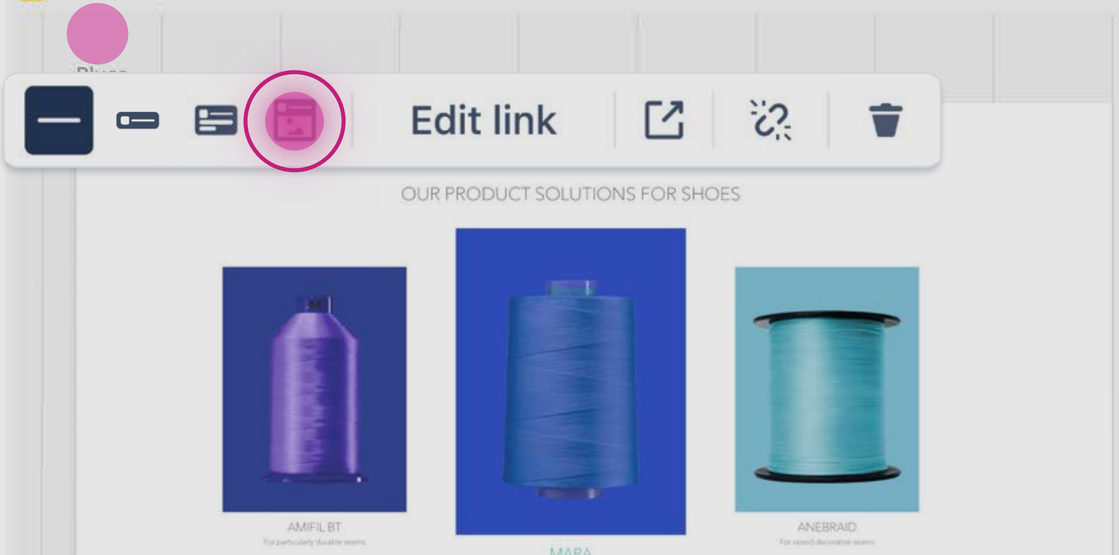


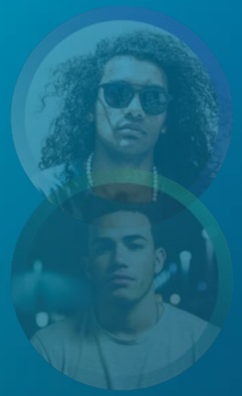
Stitching options

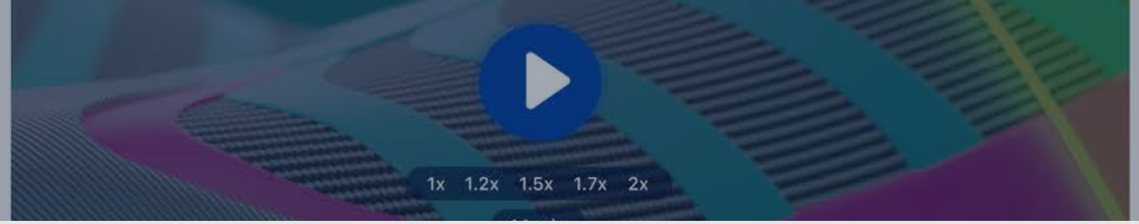
Loom - Run through of stitching options



Miro - Sample threads

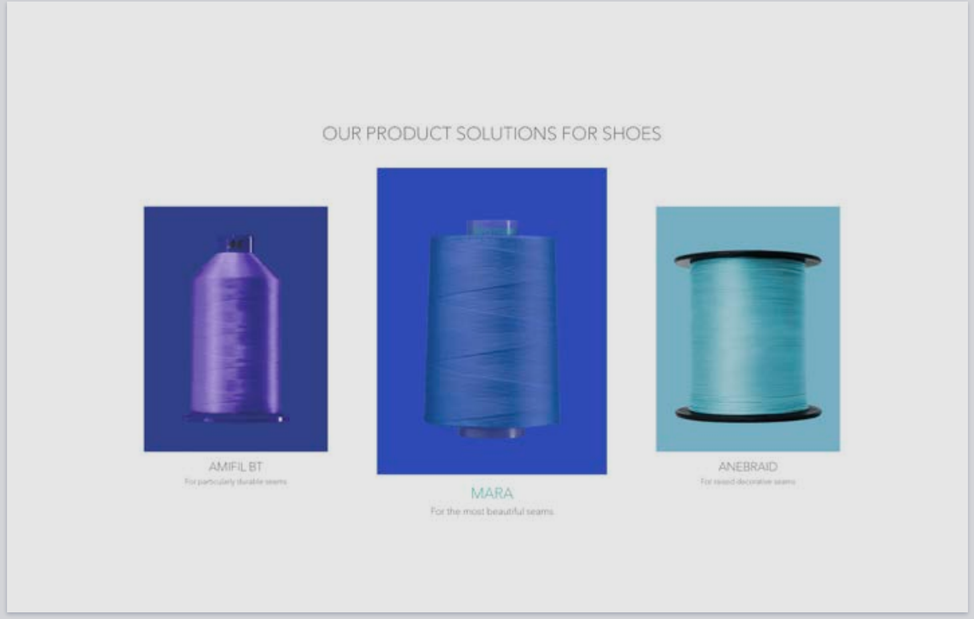




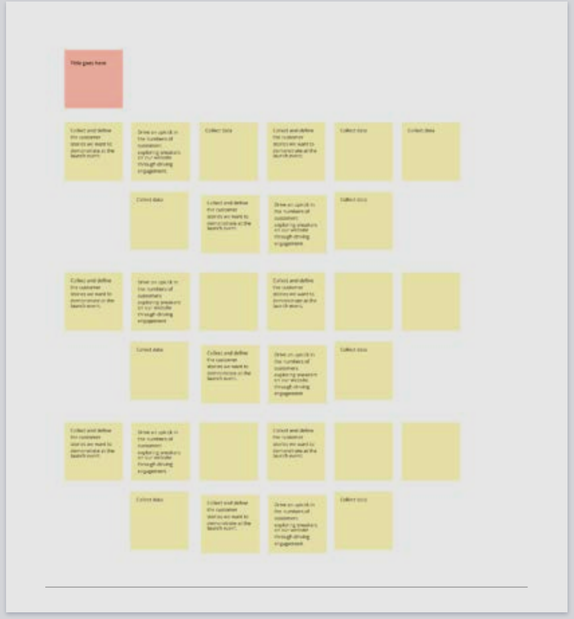


Miro: Sample threads

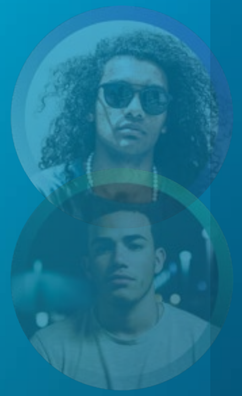
Option A

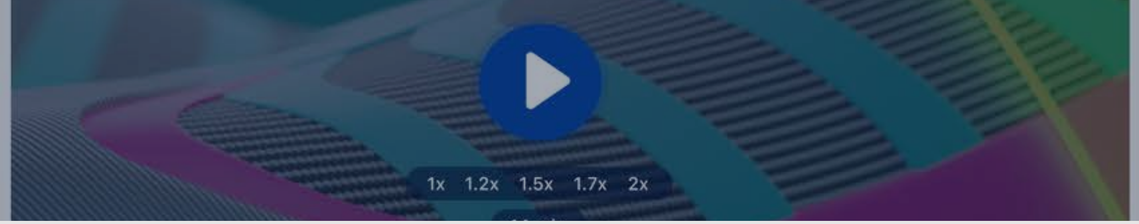


Notes



Stitching cost analysis	Material cost	Labor cost	Shipping cost	Timeline	*Total*
Option 1	$2	$10	$8	January	$20
Option 2	$1	$8	$8	October	$17
Option 3	$1	$6	$8	December	$15





Miro: Sample threads

Option A

OUR PRODUCT SOLUTIONS FOR SHOES

AMIFIL BT

MARA

For the most beautiful seams

Notes

Resolve

Lee Perez

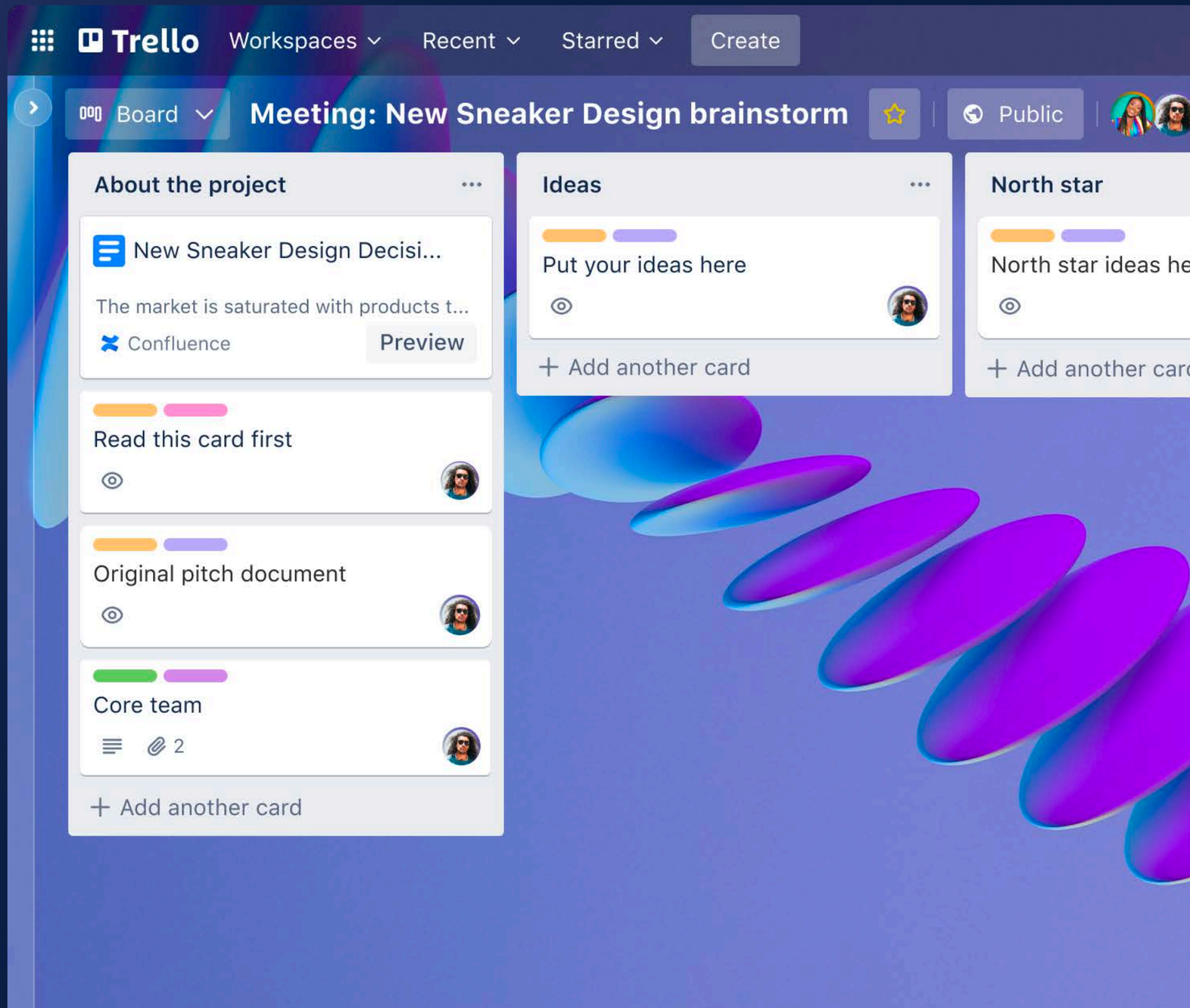
Today, 10:20

Should we consider a different approach?

Leave a reply. Use @ to mention.

Stitching cost analysis	Material cost	Labor cost	Shipping cost	Timeline	Total
Option 1	$2	$10	$8	January	$20
Option 2	$1	$8	$8	October	$17
Option 3	$1	$6	$8	December	$15

Trello


Trello
Workspaces
Recent
Starred
Create
Board
Meeting: New Sneaker Design brainstorm
Public
About the project
New Sneaker Design Decisi...
The market is saturated with products t...
Confluence
Preview
Read this card first
Original pitch document
Core team
2
Add another card
Ideas
Put your ideas here
Add another card
North star
North star ideas he
Add another car

Trello Workspaces Recent Starred Create

Board

Meeting: New Sneaker Design brainstorm

About the project

https://hello.atlassian.net/wiki/spaces/Trello/pages/1369739613/New+Sneaker+Design+Decision

Read this card first

Ideas

Put your ideas here

+ Add another card

Normal text

Publish Close

Meeting: New Sneaker Design brainstorm

Trello Workspaces Recent Starred Create Search

Board Meeting: New Sneaker Design brainstorm Public +12 Share Show Menu

About the project

New Sneaker Design Decisi...

The market is saturated with products t...

Confluence Preview

Read this card first

Original pitch document

Core team

2

+ Add another card

Ideas

Put your ideas here

+ Add another card

North star

North star ideas here

+ Add another card

Parking lot

Anything out of scope

+ Add another card

🚶‍♀️ Next steps

Read this card first

Original pitch document

Core team

2

https://hello.atlassian.net/wiki/spaces/Trello/pages/1369739613/Competitive+Analysis

+ Add another card

🚶‍♀️ Next steps

Original Sound: Off

View

Normal text

Publish

Close

Meeting: New Sneaker Design brainstorm

Board

Meeting: New Sneaker Design brainstorm

Public

+12

Share

About the project

New Sneaker Design Decisi...

The market is saturated with products t...

Confluence Preview

Competitive Analysis

The market is saturated with products t...

Confluence Preview

Read this card first

Original pitch document

Core team

Ideas

Sneaker design - Feedback

loom Preview

Customer Success

Product Market Fit

Finalised specs

2

North star

Creative sign-off

2

Budget approval

4

Supply availability

2 5

Marketing launch

+ Add another card

Parking lot

Nibok dev tea

Jira

Q1 customer camp

15 Jun, 2024

+ Add another card

Next steps

Mute

Start Video

Security

Participants

Chat

Share Screen

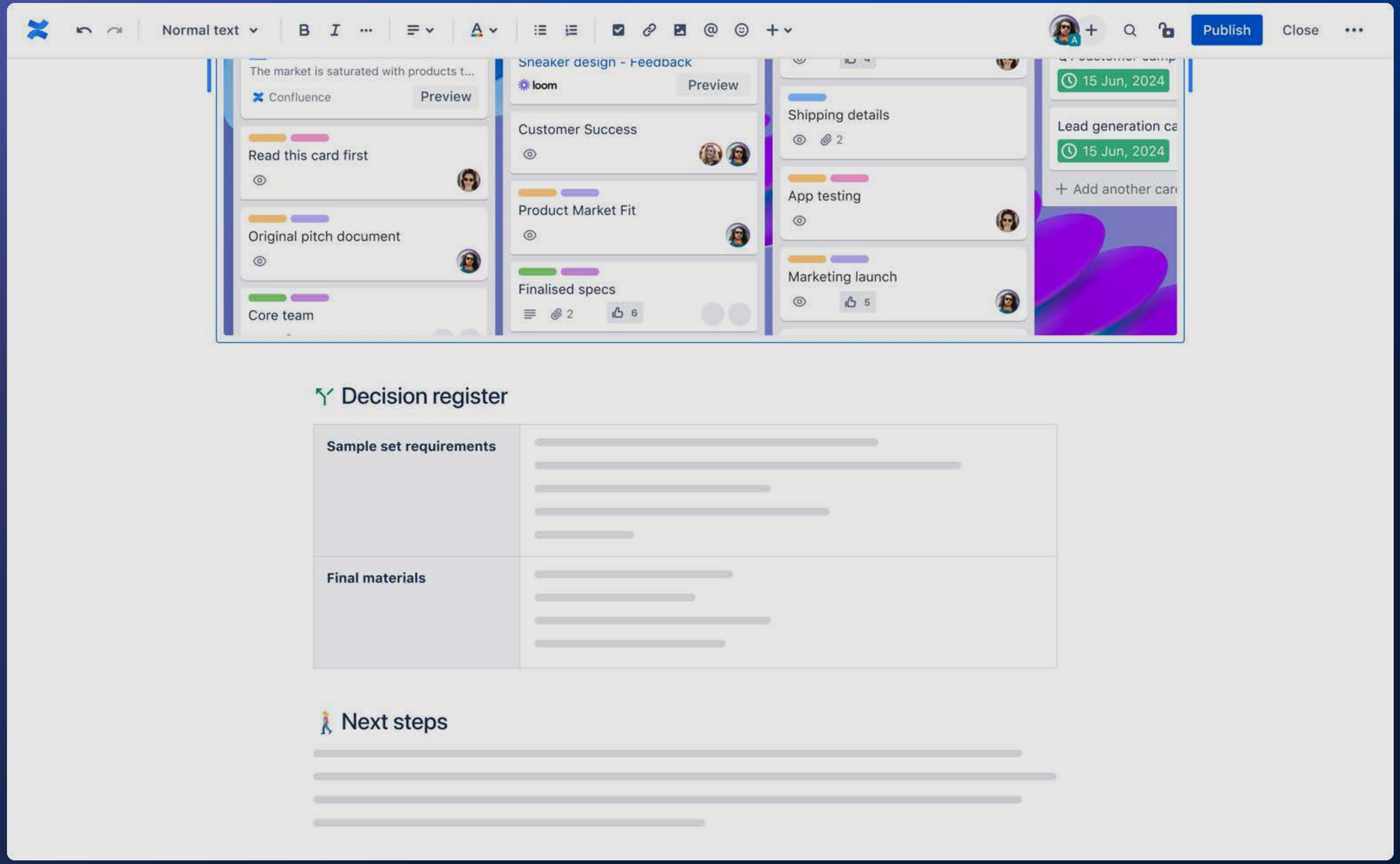
Polling

Record

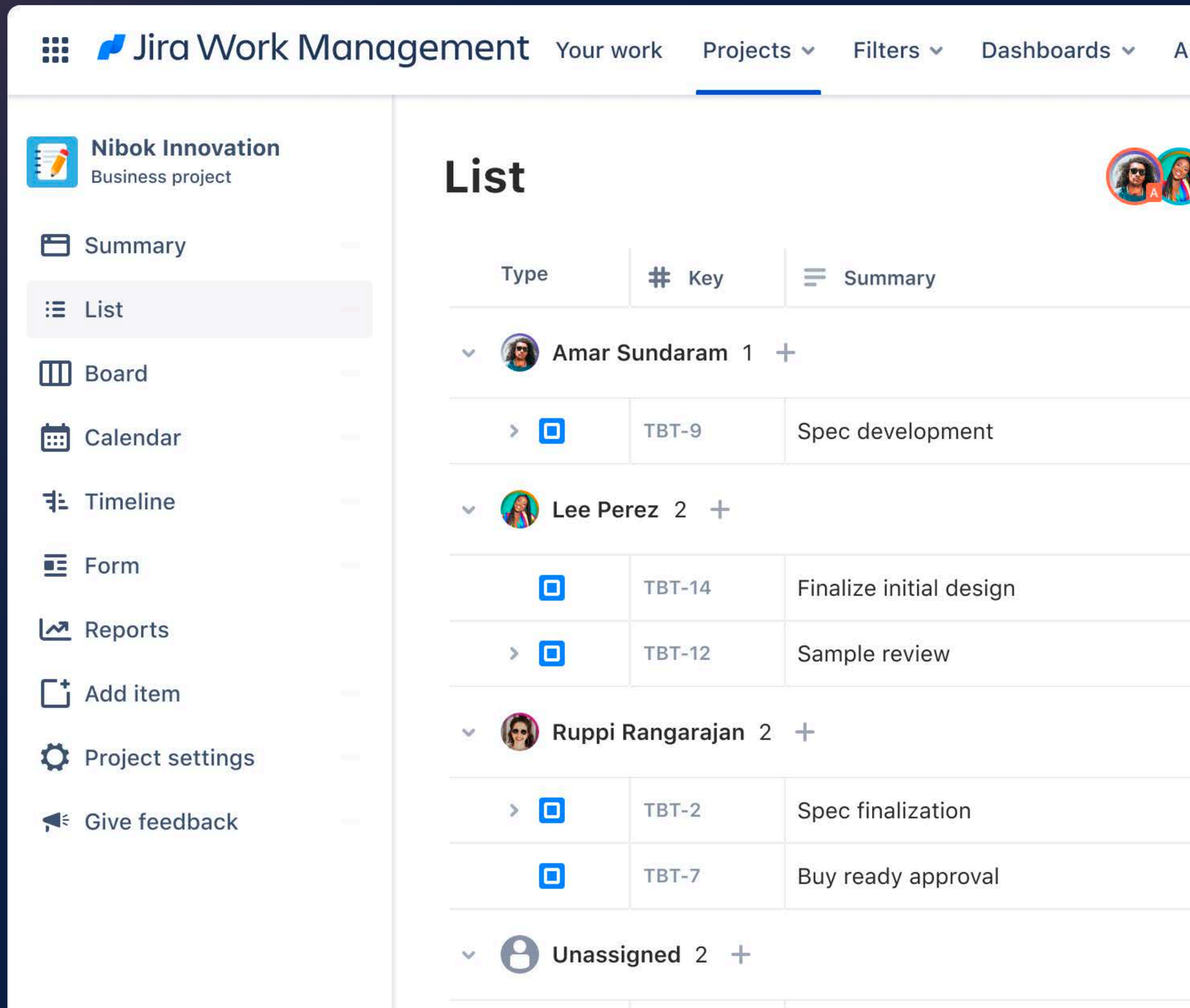
Breakout Rooms

Reactions

End


Normal text
Publish
Close
The market is saturated with products t...
Confluence
Preview
Read this card first
Original pitch document
Core team
Sneaker design - Feedback
loom
Preview
Customer Success
Product Market Fit
Finalised specs
2
6
Shipping details
2
App testing
Marketing launch
5
15 Jun, 2024
Lead generation ca
15 Jun, 2024
Add another car
Decision register
Sample set requirements
Final materials
Next steps

Jira Work Management



Jira Work Management | Your work | Projects | Filters | Dashboards | Apps | Create | Search

Nibok Innovation
Business project

- Summary
- List
- Board
- Calendar
- Timeline
- Form
- Reports
- Add item
- Project settings
- Give feedback

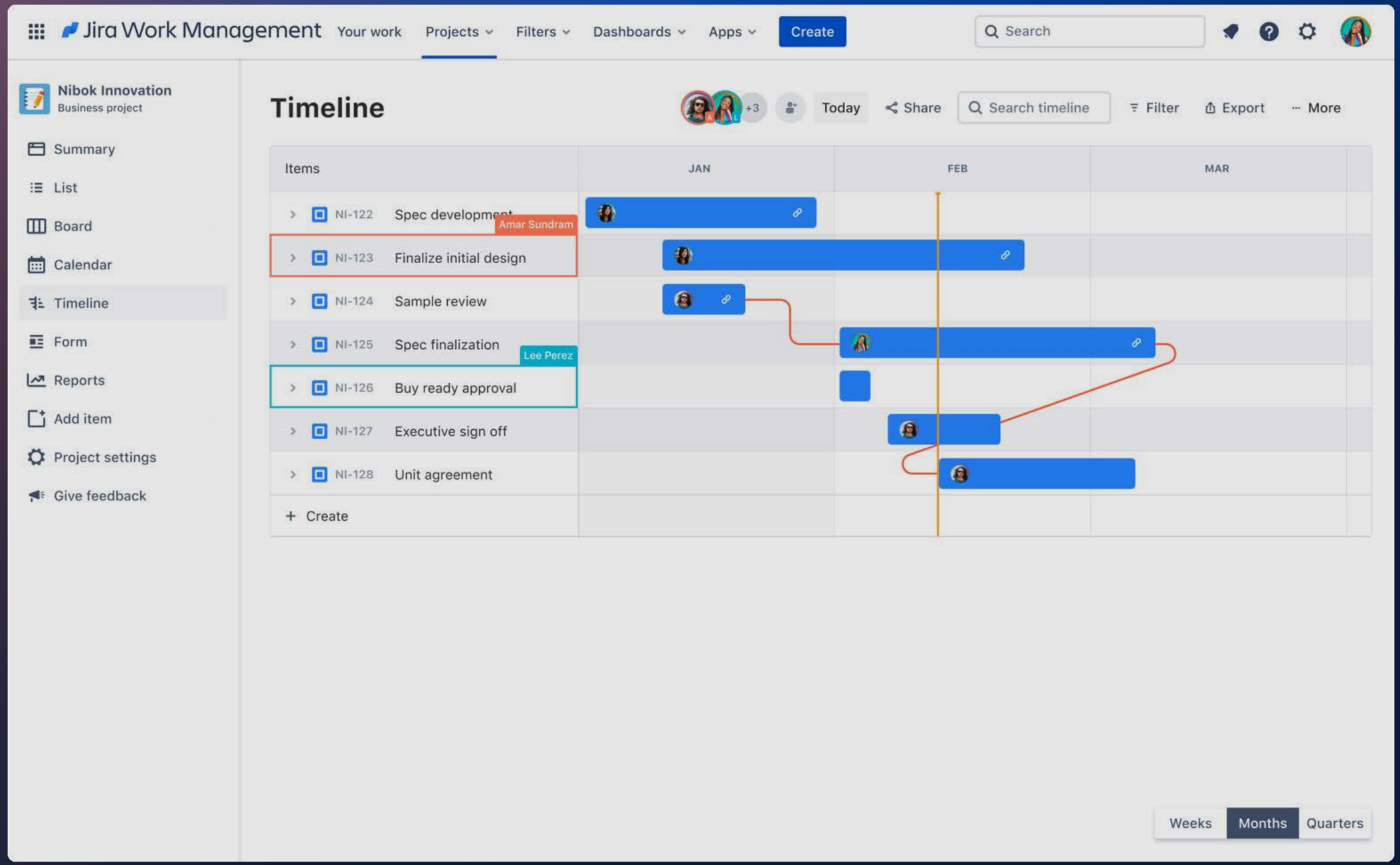
List

+3 | Today | Share | Search timeline | Filter | Group | More

Type	Key	Summary	Status	Assignee	Due date	Priority
Amar Sundaram 1						
	TBT-9	Spec development	TO DO	Amar Sundram	2021-06-25	Low
Lee Perez 2						
	TBT-14	Finalize initial design	TO DO	Lee Perez	2021-03-15	Low
	TBT-12	Sample review	TO DO	Lee Perez	2021-07-23	Low
Ruppi Rangarajan 2						
	TBT-2	Spec finalization	TO DO	Ruppi Rangarajan	2021-07-24	Highest
	TBT-7	Buy ready approval	TO DO	Ruppi Rangarajan	2021-05-17	Low
Unassigned 2						
	TBT-9	Executive sign off	TO DO	Unassigned	2021-07-28	Low
	TBT-17	Unit agreement	TO DO	Unassigned	2021-06-01	Low

+ Create

Weeks | Months | Quarters


Jira Work Management
Your work
Projects
Filters
Dashboards
Apps
Create
Search
Nibok Innovation
Business project
Summary
List
Board
Calendar
Timeline
Form
Reports
Add item
Project settings
Give feedback
Timeline
+3
Today
Share
Search timeline
Filter
Export
More
Items
JAN
FEB
MAR
NI-122 Spec development
Amar Sundram
NI-123 Finalize initial design
NI-124 Sample review
NI-125 Spec finalization
Lee Perez
NI-126 Buy ready approval
NI-127 Executive sign off
NI-128 Unit agreement
Create
Weeks
Months
Quarters

Atlas Home Projects Goals Teams Help directory New Search

About Updates Learnings

Following

Project history

Lee Perez Friday ON TRACK for October

The plan is getting finalised, creative and development are estimating the work @leesmith @ruppi

Analytics have been set up! Dashboard for the sneaker launch campaign @mjohnson

Jira Work Management - New Sneaker Launch

Timeline

Today Share Search timeline Filter Export More

Items	JAN	FEB	MAR
NI-122 Spec development			
NI-123 Finalise initial design			
NI-124 Sample review			
NI-125 Spec finalisation			
NI-126 Buy ready approval			
NI-127 Executive sign off			
NI-128 Unit agreement			
+ Create			

Share • Unfollow • 6 6 1 4

Add comment

Owner

Amar Sundaram

Contributors 5

Nibok Innovation Team

Crystal Wu
Lead Sneaker Designer

Lee Perez
Footwear Producer

Ruppi Rangarajan
Marketing Manager

Molly Clark
Marketing

Leo Johnson
Creative Designer

Add team member

What goals does this contribute to?

Improve sustainability of all new...

Develop new markets

Related projects

Dependant on

New sneaker concept testing

Related to

Nibok FY23 Marketing Strategy

Atlas Home Projects Goals Teams Help directory New Search

Following

Last few months

On track	At risk	Off track	No update	Completed
42	35	19	1	16
+2 from last week	+5 from last week	+24 from last week	+1 from last week	+1 from last week

Project history

Lee Perez

On track for October

Owner

Amar Sundaram

Contributors 5

Nibok Innovation

Crystal Wu
Lead Shoe Desi

Lee Perez
Footwear Produ

Ruppi Ranga
Marketing Mana

Molly Clark
Marketing

Leo Johnson
Creative Design

Add team m

What goals does this

Improve sustaina

Projects /

Hype video for Fall Shoe launch

At risk for August

Weekly update

What's the current status?

At risk

When will we be done?

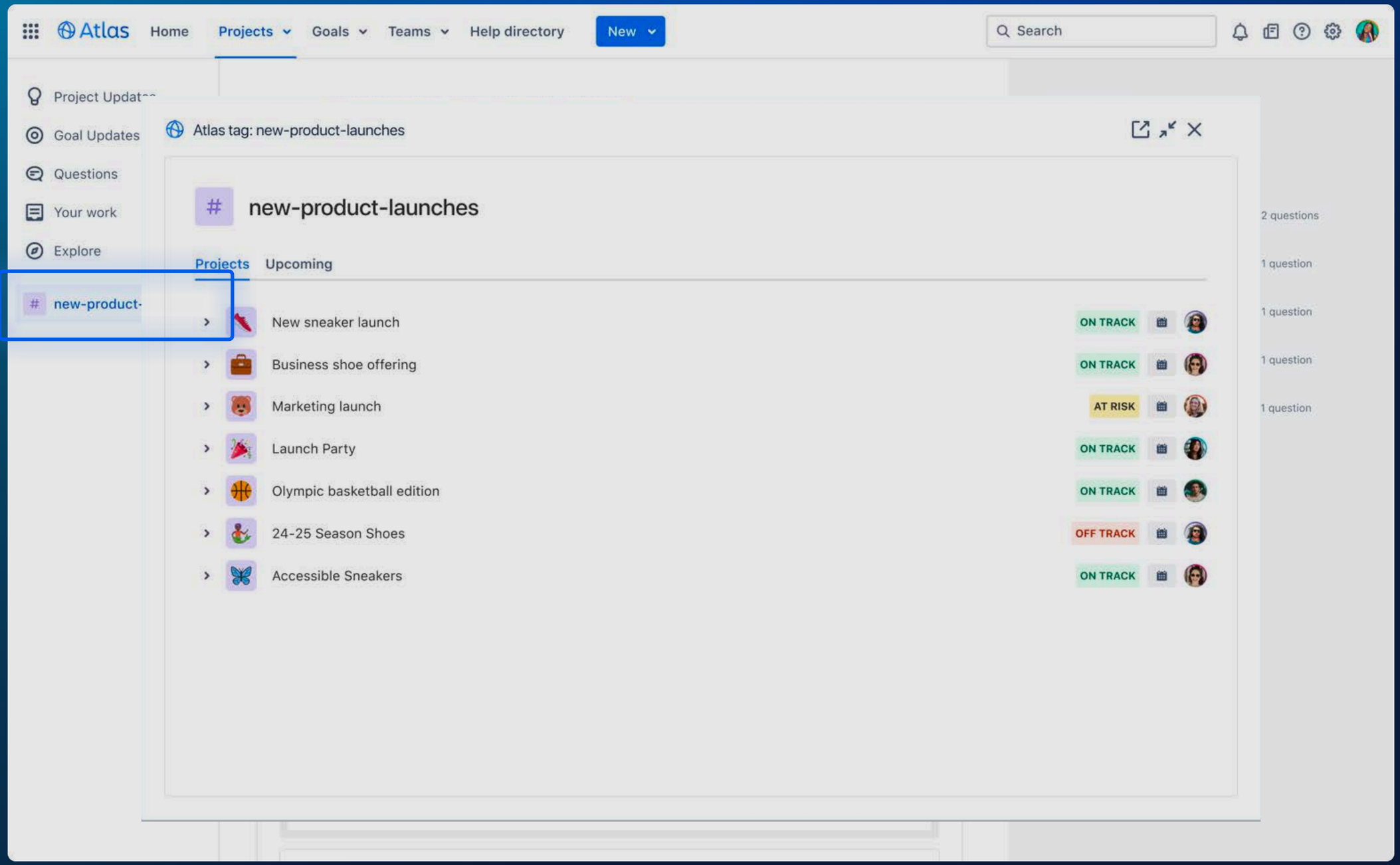
August

Hype video script approved

Video style frames

76/280

Post update


Atlas
Home
Projects
Goals
Teams
Help directory
New
Search
Project Updat
Goal Updates
Questions
Your work
Explore
new-product-
Atlas tag: new-product-launches
new-product-launches
Projects
Upcoming
New sneaker launch
ON TRACK
Business shoe offering
ON TRACK
Marketing launch
AT RISK
Launch Party
ON TRACK
Olympic basketball edition
ON TRACK
24-25 Season Shoes
OFF TRACK
Accessible Sneakers
ON TRACK
2 questions
1 question
1 question
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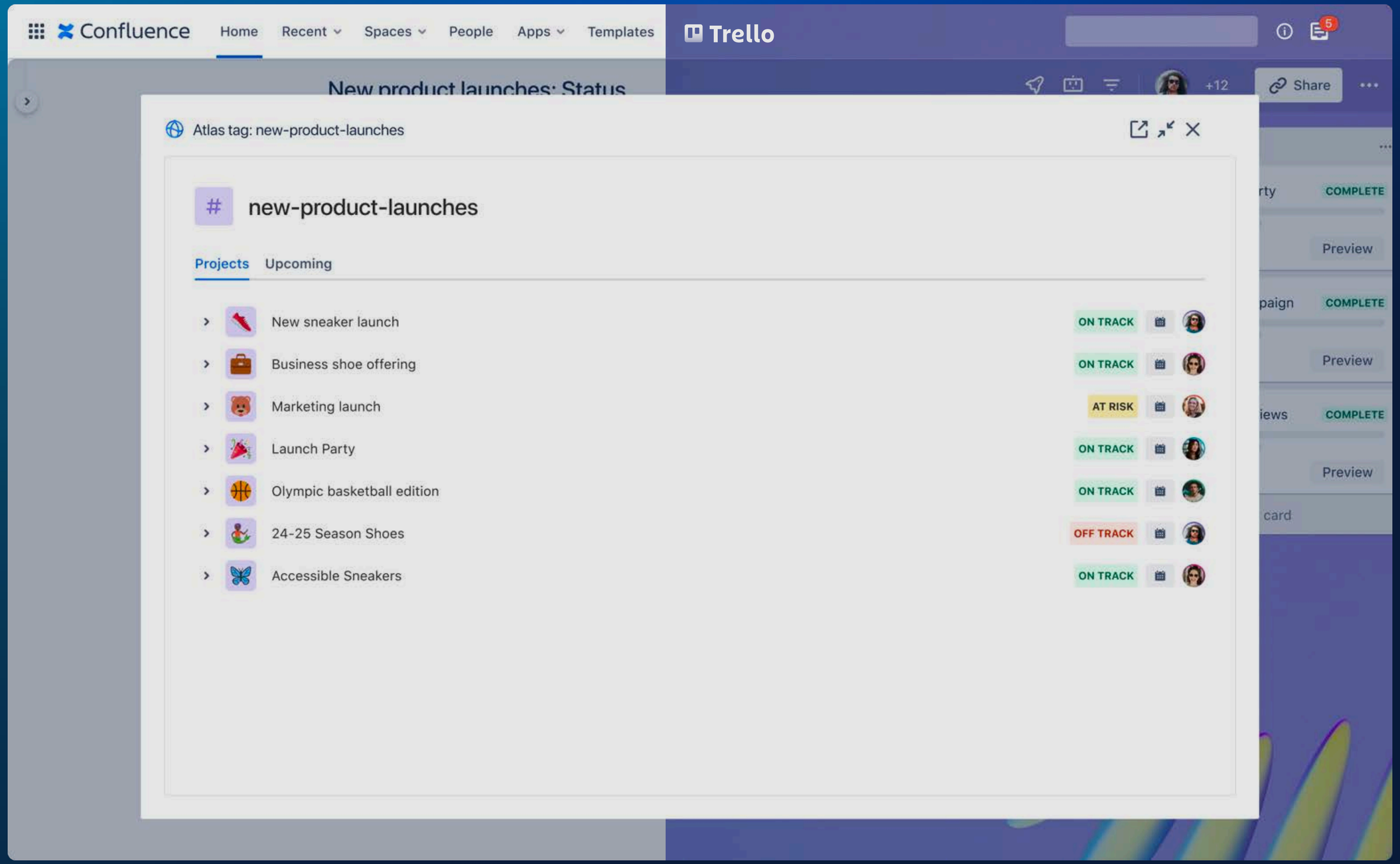
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Spaces
People
Apps
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Trello
Share
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Projects
Upcoming
New sneaker launch
ON TRACK
Business shoe offering
ON TRACK
Marketing launch
AT RISK
Launch Party
ON TRACK
Olympic basketball edition
ON TRACK
24-25 Season Shoes
OFF TRACK
Accessible Sneakers
ON TRACK
COMPLETE
Preview
COMPLETE
Preview
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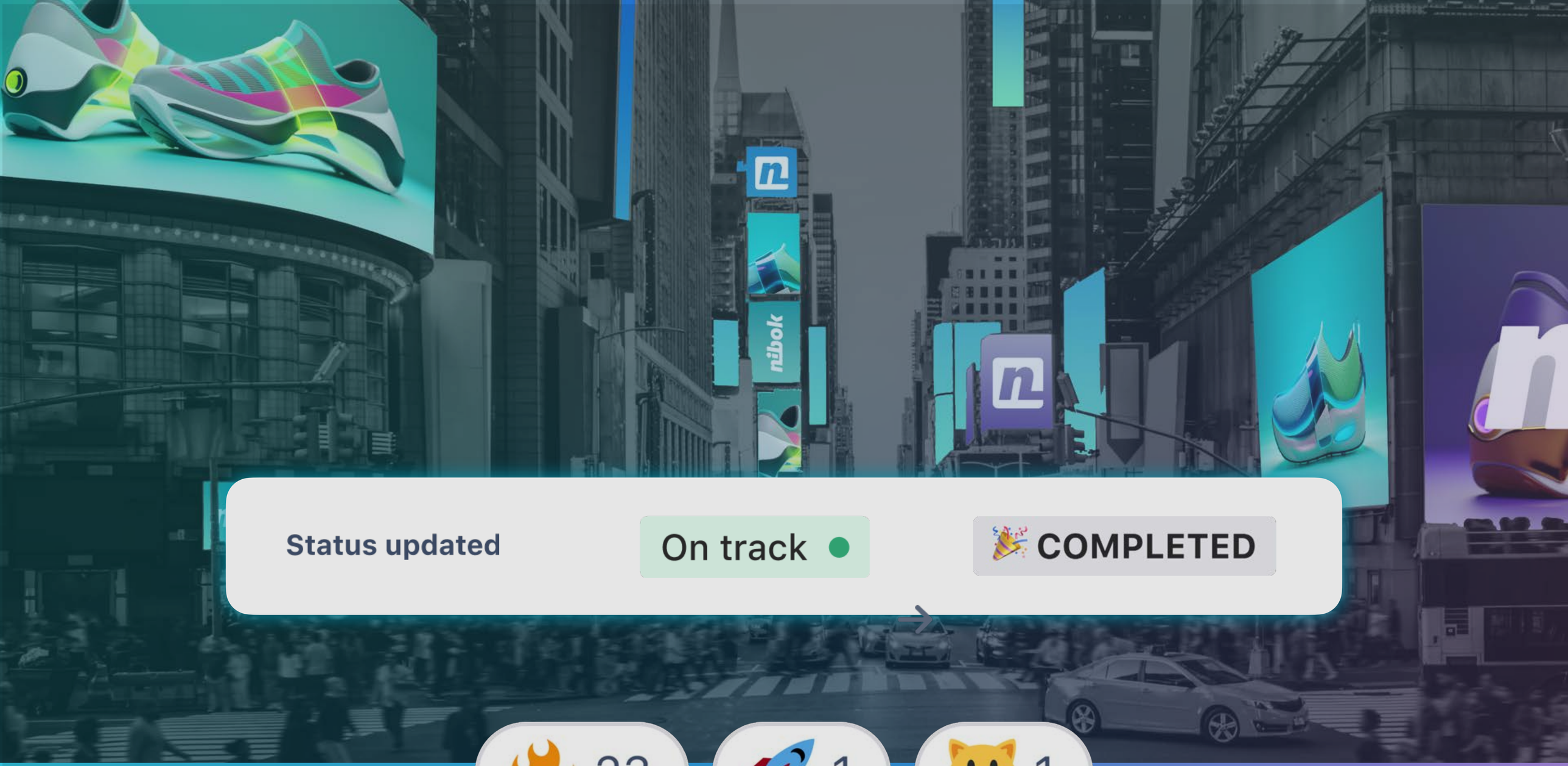
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23
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Thank you!

HEATHER KREBSBACH | EMILEE SPENCER

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Q&A

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