

Pre-Launch Checklist

Complete every **Required** item before your go-live date. Check off each item as your team finishes it.

SETUP & CONFIGURATION

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|--------------------------|--|-----------------|
| ☐ | Pay by Bank enabled across all order types
Confirm enabled in Back Office for in-store, E-Commerce, and Kiosk — including tipping if applicable. | Required |
| ☐ | Express Lane configured in POS
If your store has capacity for a dedicated Pay by Bank preorder lane, configure it before launch. | If applicable |

IN-STORE & MARKETING

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|--------------------------|--|-----------------|
| ☐ | Marketing kit received
Confirm your kit arrived from Dutchie. If not received, contact support to request one. | Required |
| ☐ | Marketing assets placed throughout the store
Use the planogram to place materials at registers, ATM, host stand, lobby, and kiosk areas. | Required |
| ☐ | Digital assets downloaded and Ecomm banner updated
Update your Dutchie Ecomm banner, social channels, and online menu to promote Pay by Bank. | Required |
| ☐ | Launch email campaign set up and scheduled in L&M;
Set up the one-time announcement email for existing customers and the recurring campaign for new customers. | Required |

TEAM READINESS

- | | | |
|--------------------------|--|--------------------|
| ☐ | All budtenders completed Pay by Bank training
Every budtender should complete the Budtender Training Series before launch — checkout flows, customer Q&A;, and objection handling. | Required |
| ☐ | Store manager reviewed reporting and reconciliation
Whoever handles daily reconciliation should review the Closing Report, Sales Report, and Settlement Report before day one. | Required |
| ☐ | Team reviewed troubleshooting and common errors
Familiarize your team with common Pay by Bank errors and how to resolve them quickly. | Recommended |

Notes