

# PROJECT STATUS REPORT

Pricing Review for Kestrel Labs

Report no. 4  
Data date: Sep 29, 2026  
Period: Sep 22 to Sep 28, 2026

## 1 PROJECT INFORMATION

PREPARED BY

Rita Alves, Partner, Northbridge Advisory

CLIENT SPONSOR

Sofia, Kestrel Labs

CONTRACT DATES

Sep 1, 2026 to Nov 30, 2026 (week 4 of 13)

DISTRIBUTION

Sofia (Kestrel Labs); Northbridge project team

## 2 OVERALL STATUS AND SUMMARY

Green

Amber

Red

The competitor price benchmark was delivered on Sep 11 and the interim findings are in the shared documents. The price sensitivity survey is 70% complete and closes on Oct 1, so the results review on Oct 2 is tight. Decision needed from Sofia by Sep 30: keep Oct 2 with preliminary results, or move the review to Oct 6 with the full sample.

## 3 STATUS BY AREA

| AREA             | STATUS | COMMENT                                                                  |
|------------------|--------|--------------------------------------------------------------------------|
| Schedule         | Amber  | Survey due Oct 1 is At Risk; the results review on Oct 2 is Approaching. |
| Scope            | Green  | No change requests. Scope as in the statement of work.                   |
| Hours and budget | Green  | 46 of 80 contracted hours used in September; survey at 18 of 24 hours.   |
| Client inputs    | Amber  | Decision on the review date needed by Sep 30.                            |

## 4 COMPLETED AND PLANNED

COMPLETED

- Interim findings shared with Sofia (Interim findings.pdf)
- Second survey reminder sent; fieldwork open until Oct 1
- Draft agenda for the results review circulated

PLANNED

- Close the price sensitivity survey (Oct 1)
- Survey results review with Kestrel Labs (Oct 2, or Oct 6 if moved)
- Start the pricing options analysis

## 5 MILESTONES

| MILESTONE                        | DUE DATE | STATUS      | FORECAST OR NOTE                       |
|----------------------------------|----------|-------------|----------------------------------------|
| Competitor benchmark delivered   | Sep 12   | Completed   | Completed on Sep 11, one day early     |
| Survey results review            | Oct 2    | Approaching | Depends on the survey closing on Oct 1 |
| Pricing recommendations approved | Nov 20   | Pending     | On track                               |

## 6 HOURS AND BUDGET

| MEASURE                         | PLAN          | ACTUAL  | COMMENT                                |
|---------------------------------|---------------|---------|----------------------------------------|
| Contract hours in September     | 80 contracted | 46 used | Pace fits the plan for the month       |
| Price sensitivity survey (task) | 24 estimated  | 18 used | 70% complete; 6 hours left for closing |

## 7 RISKS AND ISSUES

| TYPE | DESCRIPTION                           | IMPACT                            | OWNER      | ACTION AND DATE                                     |
|------|---------------------------------------|-----------------------------------|------------|-----------------------------------------------------|
| Risk | Survey closes below the target sample | Weaker price elasticity estimates | Rita Alves | Extra reminder on Sep 30; option to extend to Oct 5 |

## 8 DECISIONS AND INPUTS NEEDED

| WHAT IS NEEDED                                                                | FROM WHOM | BY WHEN | IF IT IS LATE                                 |
|-------------------------------------------------------------------------------|-----------|---------|-----------------------------------------------|
| Results review: Oct 2 with preliminary results, or Oct 6 with the full sample | Sofia     | Sep 30  | We keep Oct 2 and present preliminary results |

STATUS RULES (AGREED AT KICKOFF)

**Green:** on track for the agreed dates, scope and hours.

**Amber:** a date, a scope item or the hours forecast is at risk; a recovery plan exists and no client decision is needed yet.

**Red:** a commitment will be missed unless the client or the sponsor decides something.