Global Force Wrestling Announces First Events

Their first events will be on July 24, August 21 and October 23. Last night I was looking at the biggest day the site ever had, which was last year's day after Wrestlemania. Global Force Wrestling announced their formation then and FIFTEEN MONTHS LATER they're running their first show? A lot of companies are lucky to last that long and it's taking them that long to get a show together? This is going to range from great to a disaster and I'm not sure which.