# PicForge Business Strategy Documents

This folder contains all strategic business documents for PicForge, including product requirements, market strategy, and financial projections.

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## Document Overview

### 📋 PRD.md - Product Requirements Document

\*\*Purpose:\*\* Complete product specification and feature roadmap

\*\*Audience:\*\* Product team, developers, stakeholders

\*\*Contents:\*\*

- Product vision and goals

- Complete feature status matrix (live, in development, planned)

- User stories with acceptance criteria

- Technical requirements and architecture

- Success metrics and KPIs

- Competitive analysis

- Risk assessment

- Product roadmap (Q1-Q4 2026)

\*\*Use this for:\*\* Understanding what features exist, what's planned, and why

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### 🚀 GTM\_PLAN.md - Go-To-Market Strategy

\*\*Purpose:\*\* Comprehensive launch and growth strategy

\*\*Audience:\*\* Marketing team, growth partners, investors

\*\*Contents:\*\*

- Market analysis (TAM, SAM, SOM)

- Target customer segments and personas

- Competitive positioning and differentiation

- 4-phase launch strategy (Pre-launch → Soft Launch → Monetization → Scale)

- Marketing channel strategy (Product Hunt, Reddit, SEO, Social, Paid Ads)

- Budget and financial projections

- Success metrics and KPIs

- Launch timeline with milestones

\*\*Use this for:\*\* Planning launches, understanding growth strategy, budget allocation

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### 💰 MONETIZATION\_STRATEGY.md - Pricing & Revenue Model

\*\*Purpose:\*\* Detailed freemium monetization plan

\*\*Audience:\*\* Business team, investors, product

\*\*Contents:\*\*

- Freemium model design (free vs paid tiers)

- Pricing strategy ($4.99/month Pro tier)

- Cost analysis (API costs, margins)

- Revenue projections (conservative/moderate/optimistic)

- Implementation requirements (Stripe, auth, usage tracking)

- Launch strategy (3-phase rollout)

- Success metrics (conversion rates, churn, LTV/CAC)

\*\*Use this for:\*\* Understanding pricing decisions, revenue model, conversion strategy

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### 📊 EXECUTIVE\_SUMMARY.md - Executive Overview

\*\*Purpose:\*\* High-level overview for investors, partners, and stakeholders

\*\*Audience:\*\* Investors, potential partners, advisors, press

\*\*Contents:\*\*

- The opportunity (problem, solution, market validation)

- Business model and unit economics

- Market and competitive landscape

- Traction and metrics

- Financial projections (3 scenarios)

- Go-to-market strategy summary

- Team and advisory network

- Key risks and mitigation

- Use of funds (if raising)

- Exit strategy

\*\*Use this for:\*\* Investor pitches, partnership discussions, high-level overviews

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## Quick Reference

### Key Metrics (Targets)

| Metric | Q2 2026 | Q4 2026 | Year 2 |

|--------|---------|---------|---------|

| Registered Users | 5,000 | 25,000 | 100,000 |

| Paid Subscribers | 150 | 750 | 3,000 |

| Monthly Revenue | $900 | $6,200 | $22,500 |

| Monthly Profit | $190 | $2,200 | $15,000 |

### Pricing Structure

- \*\*Free:\*\* 10 images/day, watermarked, 2K max

- \*\*Pro:\*\* $4.99/mo - 500 images/month, 4K, no watermarks

- \*\*Pro+:\*\* $9.99/mo - 2,000 images/month, 8K, API access

- \*\*Enterprise:\*\* $99+/mo - Unlimited, white-label

### Launch Timeline

- \*\*Q1 2026:\*\* Soft launch, user auth, Product Hunt

- \*\*Q2 2026:\*\* Monetization launch, break even, profitability

- \*\*Q3-Q4 2026:\*\* Scale marketing, $6K/month revenue

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## Document Status

| Document | Last Updated | Status | Next Review |

|----------|--------------|---------|-------------|

| PRD.md | 2025-10-10 | ✅ Complete | Q1 2026 feature launches |

| GTM\_PLAN.md | 2025-10-10 | ✅ Complete | End of Q1 2026 |

| MONETIZATION\_STRATEGY.md | [Original date] | ✅ Complete | Before monetization launch |

| EXECUTIVE\_SUMMARY.md | 2025-10-10 | ✅ Complete | Quarterly updates |

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## Related Documentation

\*\*In main project folder:\*\*

- `CLAUDE.md` - Technical development guide

- `README.md` - Project overview

- `future-adds/` - Planned features (Prompt Feedback, Variant Comparison, Region Editing)

- `AUTH\_SETUP.md` - Authentication implementation notes

- `SUPABASE\_SETUP.md` - Database configuration

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## How to Use These Documents

### For Product Decisions

1. Check PRD.md for current feature status

2. Review future-adds/ folder for planned features

3. Consult competitive analysis in PRD for positioning

### For Marketing/Growth

1. Start with GTM\_PLAN.md for strategy

2. Reference EXECUTIVE\_SUMMARY.md for messaging

3. Check PRD.md for feature highlights to promote

### For Fundraising/Partnerships

1. Share EXECUTIVE\_SUMMARY.md first

2. Follow up with GTM\_PLAN.md for detailed strategy

3. Provide PRD.md if they want technical depth

### For Development Planning

1. Use PRD.md roadmap as source of truth

2. Cross-reference with GTM\_PLAN.md timeline

3. Prioritize based on revenue impact (MONETIZATION\_STRATEGY.md)

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## Maintenance

\*\*Update frequency:\*\*

- \*\*PRD.md:\*\* After each major feature launch

- \*\*GTM\_PLAN.md:\*\* Quarterly (adjust based on results)

- \*\*MONETIZATION\_STRATEGY.md:\*\* Before pricing changes

- \*\*EXECUTIVE\_SUMMARY.md:\*\* Quarterly or before fundraising

\*\*Version control:\*\*

- All documents are in git

- Major changes should be tracked in document change logs

- Archive old versions before major rewrites

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\*\*Owner:\*\* Derek Bobola

\*\*Created:\*\* 2025-10-10

\*\*Purpose:\*\* Centralized strategic business documentation