**90-DAY MVP DEVELOPMENT ROADMAP**

**1. MVP SCOPE & DEFINITION**

**Core Value Proposition**: Help small nonprofits create fundable, compliant grant proposals in hours, not weeks, through AI-assisted drafting, simple collaboration, and light tracking.

**Success Metrics**:

* Time to first draft under 30 minutes from profile completion.
* Proposal completion rate ≥ 70% within 7 days of draft creation.
* Submission rate ≥ 50% of completed proposals.
* Measured lift in win rate vs. baseline: +10 percentage points among beta users by day 90.
* NPS ≥ 45 among decision makers.

**User Personas**:

* Executive Director at <$1M org. Time-poor, generalist, needs speed and guidance.
* Development Manager at $250K–$1M org. Process-oriented, needs templates and collaboration.
* Volunteer/Board Member assisting part-time. Needs handholding and “make it simple.”

**Key User Journey**:  
Discovery → Sign up → One-time org profile intake → Recommended grant opportunity selection → AI draft proposal → Human edits and checklists → Export and submit → Track outcomes → System learns.

**MVP Boundaries**:

* **What’s IN**:
  + Org profile intake (mission, programs, budgets, impact metrics).
  + Grant opportunity import and simple matcher (CSV + manual curation).
  + AI proposal generator with section-level guidance and compliance checklist.
  + Collaborative review (commenting), version history, and doc export (DOCX/PDF).
  + Basic outcomes tracking and learning loop for recommendations.
  + Subscription tiers and usage limits (Starter/Growth/Impact).
* **What’s OUT**:
  + Native funder portal submission integrations.
  + Complex CRM or donor management.
  + Automated opportunity scraping at scale.
  + Multi-language authoring and advanced analytics.
  + Deep M&E frameworks and budget builder wizards.
* **Technical Constraints**:
  + 3-person engineering squad + 1 product/UX + 1 grant SME.
  + $50K initial three-month budget.
  + Prioritize serverless and managed services. No self-hosted search.

**2. FEATURE PRIORITIZATION MATRIX**

**Must-Have Features (Core MVP)**

* **Feature 1: Org Profile Intake**
  + User Value: Single upload once; reuse across proposals.
  + Technical Effort: Medium.
  + Dependencies: Auth, DB schema.
  + Acceptance Criteria: Users enter or upload key org data; validation; save and re-use; >90% field completion rate for guided happy path.
* **Feature 2: Opportunity Manager (Light)**
  + User Value: Pick relevant grants from a curated list to avoid research overwhelm.
  + Technical Effort: Medium.
  + Dependencies: Admin import tool, DB.
  + Acceptance Criteria: Admin can import CSV; user can filter by category, geography, award size; select opportunity; metadata visible.
* **Feature 3: AI Proposal Generator**
  + User Value: First draft in minutes using org profile + opportunity prompts.
  + Technical Effort: High.
  + Dependencies: Profile, Opportunity, Prompt templates, File storage.
  + Acceptance Criteria: Generates sectioned draft; includes compliance checklist; regenerates sections; saves versions; latency under 15 seconds per section.
* **Feature 4: Collaborative Review & Versioning**
  + User Value: Quick edits with comments for ED + staff + board.
  + Technical Effort: Medium.
  + Dependencies: Auth/roles, Proposal.
  + Acceptance Criteria: Inline comments, resolve state, tracked changes snapshot, autosave, activity log.
* **Feature 5: Export & Outcome Tracking**
  + User Value: Clean DOCX/PDF export and learn what wins.
  + Technical Effort: Medium.
  + Dependencies: Proposal versions, File service.
  + Acceptance Criteria: One-click export to DOCX and PDF with styles; mark submitted; record decision and amount; dashboard shows outcomes.

**Should-Have Features (Post-MVP 60–120 days)**

* **Feature A**: Template Library by funder type and section hints.
* **Feature B**: Guided budget narrative helper.
* **Feature C**: Performance improvements and section-level autoscore for completeness.

**Could-Have Features (Future Versions)**

* **Feature X**: Opportunity discovery via partner API and web ingestion.
* **Feature Y**: Native submissions to select portals, and redline compare to funder RFP PDFs.

**3. TECHNICAL ARCHITECTURE**

**Technology Stack**:

* **Frontend**: Next.js (React) + TypeScript + Tailwind + shadcn/ui. Rationale: fast DX, SSR for auth pages, flexible UI kit.
* **Backend**: Supabase (Postgres, Auth, Storage, Edge Functions) + lightweight Node workers for AI orchestration. Rationale: reduces ops, real-time, strong RBAC.
* **Hosting**: Vercel (frontend) + Supabase (DB/Auth/Storage). Scalability: horizontal by default; edge-cached reads.
* **Third-party Services**: LLM provider (OpenAI), Stripe (billing), PostHog (analytics + session replay), Postmark (email), Sentry (error monitoring), Clerk optional if preferring dedicated auth.

**Architecture Decisions**:

* **Database Design (key entities)**:
  + organizations, users, memberships (role: owner, editor, viewer)
  + opportunities (source, tags, due\_date, fit\_score)
  + proposals (org\_id, opportunity\_id, status)
  + proposal\_sections (type, content, score, last\_ai\_prompt)
  + comments, attachments, versions
  + outcomes (submitted\_on, decision, amount\_awarded)
  + subscriptions (plan, quotas, usage)
* **API Structure**:
  + RESTful routes under /api/\* with RLS in Supabase.
  + Key endpoints: auth, profile, opportunities, proposals, sections, comments, exports, outcomes, billing/webhooks.
* **Authentication**:
  + Email + password with magic link option; org-scoped RBAC via Supabase RLS.
  + SSO later.
* **File Storage**:
  + Supabase Storage buckets for uploads, exports, and attachments.
  + Compute: serverless function generates DOCX/PDF via templating.

**Technical Risks**:

* **Risk 1: AI hallucination or non-compliant outputs**
  + Mitigation: Section prompts constrained by funder checklist and org data. Add deterministic templates and guardrails. Show source references and checklists.
* **Risk 2: Data privacy and PII handling**
  + Mitigation: RLS at row level, encryption at rest, signed URLs, strict scopes, DPA in ToS.
* **Risk 3: Opportunity freshness**
  + Mitigation: Admin CSV reload cadence and partner feeds in v2. Show “last updated” badge and allow user import.

**4. USER STORIES & ACCEPTANCE CRITERIA**

**Epic 1: User Onboarding**

* **Story 1.1**: As a new user, I create an account to access the platform.
  + AC1: Register with email/password or magic link.
  + AC2: Verified email required before first project.
  + AC3: Org profile shell is created automatically.
  + Estimation: 5 points.
* **Story 1.2**: As a new user, I complete a guided org profile.
  + AC1: Stepper for mission, programs, budgets, geography, past grants.
  + AC2: CSV upload for program metrics optional.
  + AC3: Completion progress and “good enough to draft” indicator.
  + Estimation: 8 points.

**Epic 2: Opportunity Selection**

* **Story 2.1**: As a user, I browse curated grants and pick one.
  + AC1: Filter by focus, award size, due date, geography.
  + AC2: See fit hints derived from org profile.
  + AC3: Select and attach to a new proposal.
  + Estimation: 8 points.

**Epic 3: Proposal Drafting**

* **Story 3.1**: As a user, I generate a first draft proposal.
  + AC1: Sectioned draft based on funder requirements.
  + AC2: Section regeneration by prompt with guardrails.
  + AC3: Checklist of compliance items, completion meter.
  + Estimation: 13 points.
* **Story 3.2**: As a user, I edit and collaborate.
  + AC1: Rich text editor, inline comments, mention teammates.
  + AC2: Autosave and version history.
  + AC3: Resolve comments and mark section complete.
  + Estimation: 8 points.

**Epic 4: Export & Outcomes**

* **Story 4.1**: As a user, I export a clean DOCX/PDF.
  + AC1: Apply house style and funder-compliant headings.
  + AC2: Include attachments list.
  + AC3: Download or email to self.
  + Estimation: 5 points.
* **Story 4.2**: As a user, I record submission and outcome.
  + AC1: Mark submitted with due date capture.
  + AC2: Enter decision and award amount.
  + AC3: Dashboard shows outcomes and basic stats.
  + Estimation: 5 points.

**Epic 5: Billing & Quotas**

* **Story 5.1**: As a user, I subscribe and see usage limits.
  + AC1: Stripe checkout, plan selection, invoices.
  + AC2: Usage counters by month and by plan limits.
  + AC3: Soft upsell when hitting quota.
  + Estimation: 8 points.

**5. 90-DAY SPRINT PLAN**

**DAYS 1–30: FOUNDATION SPRINT**

**Week 1: Setup & Architecture**

* Repo, environments, Vercel, Supabase projects.
* Base DB schema and RLS policies.
* UI kit (Tailwind + shadcn), design tokens.
* CI/CD, Sentry, PostHog.

**Week 2: Core Backend Development**

* Auth flows and org membership model.
* Entities: organizations, users, opportunities.
* Admin CSV import for opportunities.
* Error handling and logging conventions.

**Week 3: Frontend Foundation**

* Public site and app shell, routing, protected routes.
* Org profile stepper with validation.
* Opportunity browse and filters.
* API integration layer and typed SDK.

**Week 4: Integration & Testing**

* E2E skeleton with Playwright.
* Security baseline review and RLS tests.
* Performance baseline on key pages.
* UX pass for profile and opportunity flows.

**DAYS 31–60: CORE FEATURES SPRINT**

**Weeks 5–6: Primary Feature Development**

* Feature 3: AI Proposal Generator v1 (section templates, prompts, guardrails).
* Feature 1: Profile refinements and CSV metric import.
* Beta user prep and seed data.
* Lightweight product docs and canned tours.

**Weeks 7–8: Secondary Features & Polish**

* Feature 4: Collaboration (comments, versions) and exports (DOCX/PDF).
* Feature 2: Opportunity hints and fit scoring v1.
* UI/UX refinements, empty states, help text.
* Bug fixes and performance tuning.

**DAYS 61–90: LAUNCH PREPARATION SPRINT**

**Weeks 9–10: Testing & Refinement**

* UAT with 10 pilot nonprofits.
* Fixes on AI edge cases, checklist gaps.
* Security testing, rate limiting for AI calls.
* Billing integration with Stripe and quotas.

**Weeks 11–12: Launch Preparation**

* Production infra hardening and backups.
* Analytics events for funnel and retention.
* Support docs, onboarding emails, trust page.
* Go-live runbook and soft launch to beta cohort.

**6. TESTING STRATEGY**

**Unit Testing**:

* API handlers, RLS policies, utility functions.
* Editor operations and autosave.
* AI prompt builders and guards.

**Integration Testing**:

* Auth + RLS permissions per role.
* Profile → Opportunity → Draft → Export journey.
* Stripe webhooks and usage counters.
* File storage signed URLs.

**User Testing**:

* Week 4: Internal dogfood across roles and devices.
* Week 8: Beta test with 5–10 nonprofits on real proposals.
* Week 11: UAT with acceptance checklist per persona.
* Continuous: PostHog funnels and event validation.

**7. RISK MITIGATION**

**Technical Risks**

* Third-party API Changes: Wrap LLM calls with an abstraction. Keep a second provider configured. Feature flag models.
* Performance Issues: Cache profile embeddings. Generate section-by-section with streaming. Precompute checklists.
* Security Vulnerabilities: Enforce RLS, least-privilege keys, dependency scans, audit logs, and quarterly pentest plan.

**Timeline Risks**

* Feature Creep: Weekly scope review. “Now, Next, Later” board. Change control requires product + SME signoff.
* Technical Blockers: Daily standups, unblock channels, spike tickets limited to 1 day.
* Resource Constraints: Hire a contract FE or full-stack bench as backup. Defer noncritical polish.

**Market Risks**

* User Adoption: Ship guided tour, templates, and sample data. Offer concierge onboarding for beta.
* Competition: Emphasize small nonprofit focus, speed, and transparent pricing. Publish case studies.
* Market Changes: Keep opportunity import manual in MVP to stay flexible.

**8. LAUNCH CRITERIA**

**Technical Readiness**

* Core features stable and covered by tests.
* p95 page load under 2.5 seconds on app shell.
* Sec review passed. No P1 bugs open.
* Analytics, error monitoring, and backups live.

**Business Readiness**

* Pricing and metering enforced by plan.
* Support docs and in-app help ready.
* Beta customers onboarded with success playbook.
* Terms, Privacy, and DPAs in place.

**Success Metrics**

* **User Acquisition**: 30 signups, 10 active orgs in first month.
* **Engagement**: ≥ 2 proposals drafted per active org in first 30 days.
* **Technical**: Uptime ≥ 99.9 percent. p95 AI section latency ≤ 15 seconds.
* **Business**: MRR ≥ $5,000 by day 90. Churn under 5 percent among paid.

**9. POST-LAUNCH ITERATION PLAN**

**Week 1–2 Post-Launch**

* Daily funnel checks: profile completion, draft creation, export, submission.
* Hotfix critical UX and AI edge cases.
* Concierge sessions with top 5 logos to collect narrative feedback.

**Month 2–3 Post-Launch**

* Implement high-impact requests: budget helper and richer template library.
* A/B test draft prompts vs. completion and submission rates.
* Build v2 roadmap: opportunity ingestion partner, advanced analytics, and portal submissions.

**Feedback Collection**

* In-app NPS and “Was this section helpful” micro-surveys.
* Monthly user interviews and a Slack community for customers.
* Analytics dashboards for proposal funnel, model costs, and success outcomes.
* Support ticket taxonomy to inform backlog.

**APPENDIX: DELIVERY CHECKLISTS**

**Operational Runbook**

* Incident severity matrix, on-call hours, rollback procedure, backup restore test weekly.

**Content & Templates**

* 10 section templates: needs statement, program design, outcomes, evaluation, equity, sustainability, org capacity, budget narrative, timeline, attachments.
* Compliance checklists per funder type.

**Prompt Guardrails**

* Strict input scaffolds from org profile and opportunity.
* Deterministic tone, length targets, and banned claims list.
* “Cite from profile or ask user” fallback for missing data.

**Analytics Events (examples)**

* profile\_completed, opportunity\_selected, proposal\_draft\_created, section\_regenerated, export\_generated, proposal\_submitted, outcome\_recorded, quota\_reached, plan\_upgraded.

**Quota Logic**

* Starter: 2 proposals per quarter enforced by proposal.created counter and rolling window.
* Growth: 1 per month.
* Impact: 5 per month.
* Soft prompts to upgrade at 80 percent usage.

**KEY TAKEAWAYS**

* Deliver value fast: profile intake, draft generator, exports, and simple tracking.
* Keep scope tight and managed services heavy to ship in 90 days.
* Validate with 10 beta orgs and measure submission and win-rate lift.
* Build learning loops from outcomes to improve drafts and recommendations.