A lightweight cadence + ruleset for shipping outcomes weekly.

North Star

- Mission: transform ideas into initiatives; publish reproducible research, learning pathways, tools, and mission-backed products.
- Rule: ship artifacts, not vibes. Every week must produce something reviewable.

Cadence

- Daily: 15-minute standup (what shipped yesterday, what ships today, blockers).
- Weekly: planning (pick top 3 outcomes) + review (what shipped, what learned).
- Monthly: strategy review (OKRs, roadmap, budget, capacity, hiring needs).

Single-source-of-truth

- Plans live in 01_Plans_and_Execution (OKRs, Roadmap, Decision Log).
- Research lives in 02_Research (papers, code, experiment logs).
- Learning lives in 03_Institute_(Learning) (curricula, rubrics, releases).
- Design lives in 05_Studio; Commerce lives in 06_BGecko_Shop.

Definitions

- Outcome: a measurable change in the world (e.g., a published paper, a shipped shop page, a released lesson).
- Output: the artifact produced to achieve an outcome (doc, repo, page, video).
- Decision: a choice with irreversible cost; must be logged with rationale.

Quality gates

- Anything public must have: owner, definition of done, and a rollback plan.
- Research has a reproducibility checklist gate.
- Shop claims must be defensible; avoid performance claims without evidence.