The **Brandscaling Platform** is the world’s first **AI-powered, modular, DNA-personalized, energetically-aligned business growth operating system** — purpose-built to help entrepreneurs scale from idea to 9 figures by aligning their strategy with who they truly are.This is **not a traditional LMS**. It’s a **transformational growth engine** that reshapes how entrepreneurs build by aligning their actions with their **Entrepreneurial DNA** — which can be:

* **Architect**: logic-driven, structured, precision-focused
* **Alchemist**: emotion-led, intuitive, energetically responsive
* **Blurred**: caught between modes, requiring identity recalibration

At its core, the Brandscaling Platform integrates:

* 🧠 A powerful **DNA-based assessment system**
* 🚀 Modular, dynamically-unlocked **courses**
* 🤖 AI agents: **The AI Architect** and **AI Alchemist**, trained to support users based on their DNA type
* 🧭 Personalized **progress pathways** based on default operating system and awareness of the opposite
* 🧩 A rich **community experience** where identity meets implementation
* 📈 Gamified tracking, badge unlocks, and transformation milestones
* 🧬 Energetic alignment tools that support both strategy and intuition

Every touchpoint — from lesson delivery to AI interaction to community messaging — adapts to the user’s **true entrepreneurial identity**, not who they’ve been conditioned to be.

This isn’t just a platform to **learn business**.It’s a platform to **build your business around who you are** — and become the most aligned, potent, scalable version of yourself.

**Tech Stack**

* **Frontend**: React 18, TypeScript, Tailwind CSS, shadcn/ui
* **Backend**: Node.js (Express)
* **Database**: **Supabase** (PostgreSQL, Auth, Edge Functions, Storage)
* **ORM**: Drizzle ORM
* **Auth**: Firebase Auth (dev bypass included)
* **Routing** Wouter
* **Automation** n8n (logic + webhook orchestration)
* **Styling**: Tailwind CSS with shadcn/ui
* **Routing**: Wouter
* **State Management**: TanStack Query (React Query)
* **AI**: OpenAI API (initial) + RelevanceAI (scalable layer)
* **Email**: Resend API+ GHL triggers
* **Build Tool**: Vite
* **Payment** Stripe
* **Other Integrations** Calendly / WhatsApp Booking via GHL
* **CRM & Affiliate** GHL (GoHighLevel)
* **Folder Structure**

**brandscaling-platform/**

**├── public/ # Static assets (images, icons, favicon)**

**│ ├── images/**

**│ ├── brand/ # Brand assets: logo, DNA illustrations, etc.**

**│ └── fonts/**

**│**

**├── src/ # Source code root**

**│ ├── components/ # Reusable UI components (buttons, navbar, cards)**

**│ │ ├── common/**

**│ │ ├── dna/**

**│ │ ├── lms/**

**│ │ └── agents/**

**│ │**

**│ ├── pages/ # Route-based files (React Router or Next.js style)**

**│ │ ├── index.tsx # Public Home**

**│ │ ├── about.tsx**

**│ │ ├── courses.tsx**

**│ │ ├── community.tsx # External link to GHL Community**

**│ │ ├── quiz.tsx**

**│ │ ├── contact.tsx**

**│ │ ├── login.tsx**

**│ │ └── dashboard/ # Student dashboard routes**

**│ │ ├── index.tsx**

**│ │ ├── progress.tsx**

**│ │ ├── dna-results.tsx**

**│ │ └── profile.tsx**

**│ │**

**│ ├── layouts/ # Layout shells (public, dashboard, admin)**

**│ │ ├── PublicLayout.tsx**

**│ │ ├── DashboardLayout.tsx**

**│ │ └── AdminLayout.tsx**

**│ │**

**│ ├── modules/ # Core systems**

**│ │ ├── lms/ # LMS engine**

**│ │ │ ├── CourseLoader.ts**

**│ │ │ ├── QuizEngine.ts**

**│ │ │ └── BadgeManager.ts**

**│ │ ├── auth/ # Supabase Auth**

**│ │ ├── admin/ # Admin panel tools + controls**

**│ │ ├── agents/ # Architect + Alchemist agent connectors**

**│ │ ├── automations/ # Webhooks + n8n integrations**

**│ │ └── community/ # GHL embed/redirect logic**

**│ │**

**│ ├── context/ # React contexts for global state**

**│ │ ├── AuthContext.tsx**

**│ │ ├── UserDNAContext.tsx**

**│ │ └── CourseContext.tsx**

**│ │**

**│ ├── utils/ # Utility functions**

**│ │ ├── dnaHelpers.ts**

**│ │ ├── courseUtils.ts**

**│ │ ├── webhook.ts**

**│ │ └── analytics.ts**

**│ │**

**│ ├── styles/ # Tailwind or CSS modules**

**│ │ ├── globals.css**

**│ │ └── theme.ts # Architect/Alchemist color modes**

**│**

**│ └── index.tsx # Entry point (if React)**

**│**

**├── admin/ # Admin-only interface (optional split front)**

**│ ├── dashboard.tsx**

**│ ├── users.tsx**

**│ ├── quiz-control.tsx**

**│ ├── lms-editor.tsx**

**│ ├── automation-logs.tsx**

**│ └── analytics.tsx**

**│**

**├── backend/ # Express / Node / Supabase edge functions**

**│ ├── routes/**

**│ │ ├── auth.ts**

**│ │ ├── quiz.ts**

**│ │ ├── course.ts**

**│ │ └── admin.ts**

**│ ├── services/**

**│ │ ├── supabase.ts**

**│ │ ├── webhookService.ts**

**│ │ ├── badgeService.ts**

**│ │ └── agentService.ts**

**│ └── index.ts**

**│**

**├── database/ # Supabase schema + seed files**

**│ ├── schema.sql**

**│ ├── seed.ts**

**│ └── migrations/**

**│**

**├── integrations/ # GHL, Stripe, Calendly, RelevanceAI**

**│ ├── ghl/ # Affiliate, funnel, email, community**

**│ ├── stripe/ # Payment + webhook handlers**

**│ ├── calendly/ # Booking**

**│ └── relevanceai/ # AI Agent training + prompts**

**│**

**├── .env # Environment variables**

**├── .gitignore**

**├── package.json**

**└── README.md**

**🧩 SYSTEM MODULES**

**2. Entrepreneurial DNA Quiz™ (**

20 questions with 4 answer types: Architect / Alchemist / Blurred / Undeclared

* **20-question quiz**

Q1–6: Default Type or Blurred (Architect, Alchemist/Blurred )

* + Q7–12: Awareness of Opposite or if blurred awareness of alchemist and architect
  + Q13–20: Awarenes , default & Subtype Validation
* **Quiz Logic**:
  + Result = DNA Type + Subtype + Awareness %
  + Routes user to: Results Page + Triggers GHL + Routes to appropriate dashboard
  + If DNA = **Blurred** → auto-routed to 7-Day DNA Reset™ track
* **Accessible**:
  + Pre-login (public quiz) → gated by email
  + Post-login (required if not yet completed)
* Logic:
* Triggers GHL tag + automation
* Captures result to Supabase
* Personalized dashboard experience post-quiz but all course are locked only results and architect and alchemist expalanations,
* If blurred auto-routed to Free 7-Day DNA Reset™ track

**3. Interactive Student Dashboard**

The **Student Dashboard** is the **user-facing frontend experience** that every logged-in entrepreneur sees after signing in. It is the personalized, DNA-responsive space where they:

* Access their courses
* Track their progress
* Interact with AI agents
* Complete workbooks
* See their Entrepreneurial DNA profile
* Join live sessions and community events
* Earn XP, badges, and milestones
* Stay aligned with their personal operating system (Architect, Alchemist, or Blurred)

### Displays DNA-Based Personalization

* Shows DNA Type (e.g., *Architect – Refiner*, *Alchemist – Visionary*, *Blurred – Reset Needed*)
* Shows Awareness Score (e.g., 56% aware of your opposite mode)
* Routes Blurred users to the **7-Day Reset Challenge**
* Adjusts tone, layout, and lesson types based on Architect/Alchemist energy
* DNA toggle for dual-mode lessons: students can switch between Architect-style and Alchemist-style teachings

### 2. Presents Modular Course Content

* Displays all available courses based on their **tier**:
  + Entry: Idea-to-Launch Kit™, Smart Business Builder
  + Expert: + Magnetic Offer Builder™
  + Mastermind: + Infinite Scaling Methodology™
* For each course:
  + Shows modules and lessons
  + Shows completion bars and lesson status
  + Unlocks content progressively or based on logic (e.g., workbook complete, badge earned)

Renders Interactive Workbooks

* Embedded workbook UI per lesson (parsed from your uploaded PDFs or Word docs)
* DNA-specific workbooks (Architects vs. Alchemists get different reflection questions)
* Auto-save of answers to Supabase
* **Downloadable filled-in workbook** (editable PDF generated dynamically)
* Triggers lesson completion and badge logic on submission

Displays AI Agents (If Unlocked)

* Shows **AI Architect** and/or **AI Alchemist** based on:
  + DNA type
  + Course progress
  + Role/tier (e.g., Mastermind only)
* Allows students to:
  + Ask questions
  + Get course-specific or identity-aligned answers
  + See conversation history (optional)
  + Receive reflection prompts or scaling advice based on subtype

### Tracks Progress + Gamification

* Progress bars for each course/module
* XP counter (points earned from lessons, workbook completion, etc.)
* Badge display:
  + e.g., “DNA Discovered”, “Dual-Aware”, “Scaling Strategist”
* Milestone tracker (e.g., 25% complete, 50% complete, quiz reset passed)
* Streak tracking (e.g., 3 days in a row = bonus unlock)

### Shows Upcoming Events & Community Features

* Embedded view of upcoming Zoom or community events (from Calendly or GHL)
* CTA buttons: “Join the next call”, “Book your Taster Day”, etc.
* Live community activity feed (optional, if GHL community integrated)
* Access to shared resources (downloads, templates, recordings)

### Displays Quiz History + DNA Evolution

* View Entrepreneurial DNA quiz result
* View subtype description
* Awareness growth progress bar
* Ability to download full result report
* Countdown to next retake (30-day lock if active)
* Option to retake quiz if eligible (button shows up post-reset)

## How It Works Under the Hood

| **Component** | **Role** | **Tool** |
| --- | --- | --- |
| **Frontend** | Built in React | Displays UI |
| **Auth** | Supabase Auth | Controls access |
| **Content Source** | Supabase DB (lessons, modules, responses) | Feeds course data |
| **Quiz + DNA Data** | Supabase (quiz\_results, subtypes, awareness\_score) | Powers personalization |
| **Workbook Engine** | JSON + form renderer | Builds UI from uploaded templates |
| **Gamification Logic** | Supabase Functions | XP, badges, streaks |
| **PDF Generator** | pdfmake or pdf-lib | Creates editable, filled-in PDFs |
| **AI Agents** | Relevance or OpenAI API | Powers ArchitectBot / AlchemistBot |
| **Booking Feed** | Calendly API | Shows upcoming sessions |

## Flow: What Happens When a Student Logs In

1. System authenticates and loads their **DNA profile**, **tier**, and **course access**
2. Dashboard dynamically renders:
   * Personal greeting
   * Available courses
   * XP progress
   * DNA awareness bar
   * AI agent access
3. They click into a course:
   * System loads next unlocked lesson
   * Renders video, text, workbook
   * Auto-saves progress + triggers XP
4. They complete the workbook:
   * System saves answers, unlocks badge
   * Option to download filled-in PDF
5. Dashboard updates XP, badges, and progress instantly

## Summary: What the Student Dashboard

* It’s the **interactive home** for each learner
* Built around their **true Entrepreneurial DNA**
* Not generic — it adapts how the user thinks and feels
* It lets them **learn, reflect, grow, and scale** — all in a gamified, personalized, dynamic space

It is **powered by the LMS**, but is the **visible face** of your platform to every entrepreneur who joins.

**4 .LMS** is the **core learning system** used by students tothat powers course delivery, learning interactions, assessments, progress tracking, and logic for personalized learning.

* Take courses
* View personalized dashboards
* Access lessons based on DNA type and tier
* Interact with dynamic workbooks
* Track progress and unlock next steps
* Earn badges and experience gamified learning

It is **completely separate from your Admin Panel** and **not built in GHL**.

You own and control the **entire LMS logic, content, and user experience**.

The LMS delivers **personalized, structured, dynamic education** based on:

* A student’s **Entrepreneurial DNA Type** (Architect / Alchemist / Blurred)
* Their **access level/tier** (Entry, Expert, or Mastermind)
* Their **progress** in each course or workbook
* Their **actions and completion triggers** (e.g., badges, reset, quiz)
* MAJOR FEATURES OF THE LMS
* Interactive Student Dashboard ( see interacrive student dashboard )

### Modular Course Access & Delivery

brandscaling delivers Has three tiers with various courses in each tier:

* **Entry -Idea-to-Launch Kit** (£99 Entry Tier)
* **Expert - Magnetic Offer Builder** (£249 Expert Tier)
* **Elite - Infinite Scaling Methodology** (£20K+ Mastermind Tier)

Each tier is:

* Broken into Course -**modules, lessons & workbook**
* Each lesson has:
  + Video or text content
  + Workbook (interactive, DNA-specific)
  + Downloads
  + Optional AI assistant
* DNA toggle or auto-personalized content (Architect vs Alchemist)

Lessons are unlocked:

* Sequentially (e.g., Module 2 unlocks after 80% of Module 1)
* Or conditionally (e.g., badge earned, workbook completed)

### DNA Logic Integration

The LMS reads the student’s DNA quiz result and dynamically:

* Filters lessons and workbooks by DNA type
* Adjusts tone, language, and style of delivery
  + **Architects** get logical, step-by-step, minimal UX
  + **Alchemists** get visual, emotional, flowing prompts
* Directs **Blurred** users into a **7-Day Reset Challenge**
  + With a retest timer (7 days enforced in backend)

### Interactive Workbooks (Auto-Parsed)

Each lesson can include an **interactive workbook**, which:

* Is auto-generated from a structured PDF or DOCX (uploaded in Admin Panel)
* Becomes a fillable digital form inside the LMS
* Saves responses in Supabase
* Can be **downloaded as an editable, filled-in PDF**
* Triggers progress and badge logic when complete
* Can be DNA-specific (e.g., Architects and Alchemists see different questions)

### Gamification System

Students earn:

* **XP** for completing lessons, workbooks, or quizzes
* **Badges** for milestones (e.g., “DNA Discovered”, “Course Completed”)
* **Unlocks** (e.g., Bonus lessons or AI tools after earning 300 XP)

Gamification logic includes:

* Completion streaks
* “Share-to-Earn” triggers (e.g., share badge to unlock next module)
* Tiered badge paths (Entry, Expert, Mastermind)

### Progress & Logic Tracking

Progress tracked per user includes:

* Per-lesson and per-module completion
* Quiz result + awareness %
* Workbook completion
* AI agent usage
* Course badge unlocks
* Reset challenge status

This progress:

* Feeds back into the LMS dashboard
* Is viewable by you via the Admin Panel
* Can unlock next steps or AI agents

### Tiered Access Logic

Your LMS enforces course access by payment tier:

| **Tier** | **Courses** |
| --- | --- |
| **Entry (£99)** | Idea-to-Launch Kit + Smart Business Builder |
| **Expert (£249)** | All Entry + Magnetic Offer Builder |
| **Mastermind (£20K+)** | All Entry +Expert +plus Infinite Scaling Methodology |

Students can:

* Upgrade via Stripe or GHL trigger
* Automatically see new courses after tier update
* Retain badge progress and DNA history

### AI Agent Integration (Optional)

For Mastermind students or advanced tiers:

* Agents like **ArchitectBot**, **OfferBuilderBot**, or **DNA Refiner** will be available
* Access controlled based on DNA + tier + progress
* Usage logged (stored in Supabase)
* Conversation threads saved per user (optional)

## HOW THE LMS WORKS UNDER THE HOOD

| **Layer** | **Tech** | **Purpose** |
| --- | --- | --- |
| **Frontend** | React (Student Dashboard) | Clean, dynamic UI for students |
| **Backend Logic** | Replit (Node.js) + Supabase Functions | Quiz logic, workbook parsing, gating rules |
| **Database** | Supabase | Stores users, course access, quiz results, XP, responses |
| **Authentication** | Supabase Auth | Handles login, role checks |
| **File Storage** | Supabase or Cloudinary | Hosts lesson videos, PDFs, workbook files |
| **AI Agents** | Relevance + n8n (Optional) | Run prompts, log usage, connect to student data |
| **PDF Tools** | pdf-lib, pdfmake, or Puppeteer | Gene |

# SUMMARY — WHAT YOUR LMS DOES

Your LMS is a **DNA-personalized learning system** that delivers:

✔️ Custom course access by DNA type and pricing tier

✔️ Interactive lessons with toggled Architect/Alchemist tracks

✔️ Auto-generated workbooks with fillable and downloadable functionality

✔️ Quiz results, progress tracking, and logic-based unlocks

✔️ AI agent tools and gamified milestones

✔️ Seamless handoff to Admin Panel for control, review, or resets

It is **fully owned by Brandsclaing**, independent from GHL, and designed for scaling high-performance, personality-aligned education.

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* Stores all courses, modules, lessons, videos, quizzes, and files.
* Tracks user progress, scores, and completion.
* Handles logic for:
  + Prerequisite modules
  + Progress bars
  + Unlocking content
  + Tracking Architect/Alchemist paths
* Integrates with authentication (Supabase,) databases.
* Personalized dashboard
* DNA result shown +Lesson progress bar
* Courses shown based on tier + DNA
  + Gamification: XP, badges, DNA score, share-to-earn system
  + Mastermind (all content in Entry and Expert ) plus Infinite Scaling Methodology
* Lessons include:
  + Video/text/downloads
  + DNA toggles (Architect / Alchemist teaching mode)
* Modular course loader per tier and DNA
* Downloads + video embeds
* Gamified with unlocks, milestones, community share triggers
* Routes Blurred users into 7-day Reset with quiz retest logic

**Summary of Flow**

| **Area** | **Who Uses It** | **Purpose** | **Interface** | **Where Logic Lives** |
| --- | --- | --- | --- | --- |
| **LMS** | System-wide | Core content engine | Invisible to user | Backend logic + database |
| **Student Dashboard** | Student | Consume course | Frontend UI | Pulls logic from LMS |
| **Admin Panel** | You / Team | Build & manage courses | Backend UI | Inputs logic into LMS |

**Example**

* **LMS**: Handles the dual-path (Architect/Alchemist) logic, quiz data, and course sequencing.
* **Student Dashboard**: Learners see only the courses they’ve paid for (e.g., Infinite Scaling), tailored to their DNA.
* **Admin Panel**: You upload the Module 1 content of “Idea-to-Launch Kit,” set the Alchemist/Architect labels, and define who can access it.

**Where Does the Logic Live?**

**Business rules** (e.g., quiz path logic, subtype detection) → coded into LMS backend and Supabase logic layer.

* **Access control** (e.g., who sees what) → managed via Supabase auth + dashboard visibility rules.
* **Content upload, DNA tags, pricing** → set through Admin Panel, stored in database.

| **Component** | **Role** |
| --- | --- |
| **Frontend** | Show UI: Questions, progress bar, results |
| **Backend** | Think: All dynamic logic, scoring, result generation |
| **Supabase DB** | Enforce: Rules, access limits, security, visibility |

**5. Admin Panel**

The **Admin Panel** is the private control center used by **our team** (not students) to **view, manage, trigger, edit, and upload** everything across the Brandscaling ecosystem. It **does not store logic or content itself**, but connects to the systems where logic and data live: Supabase, Relevance, GHL, Calendly, and Zoom.

**Access:**

Login required (Supabase auth or Replit backend auth)

Role-based access:

**Super Admin**: Full override and edit permissions

**Admin**: Can manage users and content

**Coach/VA**: Can view users and data, limited editing

MODULES & FUNCTIONS — What the Admin Panel Does

**LMS & Course Contro**

Controls all learning content and student progress

**You can:**

* Create/edit courses, modules, lessons
* Assign Architect/Alchemist labels to lessons
* Set visibility by tier: Entry, Expert, Mastermind
* Track student progress (% complete per course/lesson)
* Unlock or revoke content manually (e.g., bonuses)
* Trigger badge unlocks (e.g., “Mastery Reached”)
* View all downloads, uploads, and lesson activity

**How:** Admin Panel talks directly to Supabase (courses, progress, badges)

**DNA Quiz Manager** Controls all logic & records related to the Entrepreneurial DNA quiz

**You can:**

* View full quiz results per user:
  + Default DNA (Architect / Alchemist / Blurred)
  + Subtype (e.g., Visionary, Refiner)
  + Awareness score %
* Reset quiz (removes 30-day lock and clears answers)
* Override subtype manually
* View validation answers (Q13–Q20) for cross-checks
* Trigger badge unlock: “DNA Discovered” or “Dual-Aware Thinker”

**How:** Quiz logic runs in Replit; answers and results are stored in Supabase (quiz\_results, dna\_scores)

**Interactive Workbook Manager**

Allows you to upload a Word or PDF and generate a fillable, downloadable workbook

**You can:**

* Upload structured PDF or Word doc using tagged prompts
* System auto-parses fields into an interactive workbook
* Assign to lessons/modules
* Set DNA visibility (e.g., Architect-only workbook)
* Track completion per student
* View and export student responses
* Download editable, filled PDF on-demand per user

**How:** Uploads are parsed into JSON → stored in workbook\_templates Student answers stored in workbook\_responses PDFs generated with dynamic engines (pdf-lib, pdfmake, etc.)

**AI Agent Manager**

Controls access, training, usage, and visibility of your Relevance/n8n-powered AI agents

**You can:**

* Enable/disable agents globally or per user group (e.g., only Masterminds see ArchitectBot)
* Upload/edit prompt instructions for each agent
* Track usage (how often, by whom, what was asked)
* Set usage limits (e.g., 5 times/day)
* Tag agent categories (strategy, vision, automation, etc.)

**How:**Agent status stored in Supabase (agents, agent\_usage) Relevance connects to these tables for conditional access n8n tracks logs + pushes analytics to Supabase

**GHL Integration Dashboard (Funnels + Email + Community)**

**You can:**

* View live GHL funnel performance:
  + Webinar signups
  + Taster Day show-up %
  + Mastermind conversions
* Trigger GHL automations (e.g., enroll in replay email sequence)
* Add/remove GHL tags from users
* View which automation flows users are in
* See affiliate campaign activity (e.g., who referred whom)
* Add users to GHL community groups

**How:**Admin Panel connects to GHL via API or Zapier You do not build funnels here — only view & trigger from this control panel

**Call Scheduler (Calendly + Zoom Integration)**

**You can:**

* View upcoming strategy calls booked by students
* Trigger bookings via Calendly embed (prefill student data)
* Reschedule or cancel appointments
* Generate Zoom meeting links
* Track attendance or call logs

**How:**Calendly API + Zoom API connection Optional webhook logs call history into Supabase

**Analytics + Dashboard Reports**

* View summary metrics:
  + **of DNA completions**
  + Course completion rates
  + Active students per tier
  + Awareness score averages
  + Funnel conversion rates
  + Call volume this week
  + Badge achievements
  + Agent usage counts
* Filter by:
  + DNA Type
  + Tier
  + Quiz completion
  + Funnel segment (via GHL tag)

**How:** Charts and tables generated from Supabase and GHL data

Displayed with React UI libraries (e.g., Recharts, Chart.js)

**System Settings & Admin Controls**

* Set global DNA quiz retake lock (e.g., 30 days)
* Toggle gamification features (XP, milestone unlocks)
* Manage platform announcements
* Upload branding assets (logo, colors, icons)
* Define access rules by role (e.g., VA can only view, not edit)

**How:**Stored in settings and roles tables in Supabase

Used to control both admin and student-facing behavior

**HOW THE ADMIN PANEL WORKS UNDER THE HOOD**

**Admin uses:Course**

* Upload or create new courses
* Tag modules as Architect/Alchemist
* Update user roles (student, admin, etc.)
* Manage content logic (e.g., unlocking paths, DNA-based redirects)

See analytics, user progress

* View/edit/add/remove:
  + All users
  + DNA quiz results

Course access - **Admin uses:**

* Upload or create new courses reset quizzes, trigger badges
* Tag modules as Architect/Alchemist
* Update user roles (student, admin, etc.)
* Manage content logic (e.g., unlocking paths, DNA-based redirects)
* See analytics, user progress, and manage payment access (e.g., Stripe data)
  + Community moderation
  + Calendar scheduling
  + Affiliate referrals

Full control of editing website

* Role-based access
* Manage:
  + Users, DNA results, course access, tier upgrades
  + Community posts + moderation
  + Course uploads + edits
  + Zoom links, WhatsApp/Calendly bookings
* Manual badge assignments
* Tracks leads, completions, resets

Affiliate system handled via **GHL** (not in Admin Panel) **and integrated only**

**6. Community Hub (**Channels by DNA type (Architect / Alchemist / Blurred)

* Event calendar (Zoom, bootcamps, live Q&A)
* Embedded AI agents for support
* Gamified: referral sharing = XP, community points
* Moderated via Admin Dashboard

**COMMUNITY LAYER (via GHL Integration)**

The Community Layer is your social, peer-learning, and interaction space — but instead of building it from scratch, you’re using GoHighLevel (GHL)’s native Community feature and embedding or linking it directly inside your Brandscaling platform.

**What Is the GHL Community?**

* A built-in forum + feed + post system, similar to a private Facebook group
* Fully integrated with your GHL CRM
* No need for external platforms
* You control access based on product tier or milestones

**Where It Sits in Your Platform**

* Frontend (Student Dashboard): has a “Community” button
* Backend (Supabase): checks if the student is eligible based on tier, DNA type, or badge
* Integration: GHL Community is embedded or opened via secure link
* Automation (n8n): handles onboarding, badge notifications, and engagement triggers

**How Students Access It**

* Student logs into their dashboard
* Clicks on the “Community” section
* Platform checks their access level:
  + If allowed → load GHL Community view
  + If not → show a CTA to upgrade their tier to unlock access
  + **What You Can Do Inside the Community**
* Students can post wins, questions, and ideas
* Students and coaches can comment, like, and tag each other
* You can pin core topics like “F.U.S.E Framework” or “DNA Discovery”
* You can optionally embed AI Agents (Architect or Alchemist) to guide conversations
* System can post automated celebration messages (badges unlocked, quiz passed, etc.)

**Connected Automations (via n8n + Supabase + GHL)**

* DNA Quiz Complete → Tag in GHL, send welcome email/SMS, post intro message
* Stripe Purchase → Grant access in Supabase, add to GHL community
* Workbook Finished → Post public celebration in community
* Badge Unlocked → Auto-message + offer new challenge
* 7-Day Inactivity → Trigger re-engagement email or WhatsApp ping

**How It Connects Technically**

* Supabase controls access: decides who can join
* GHL hosts the actual community content
* Dashboard either embeds the community directly or links to it with auth
* n8n handles all automations (rewards, reminders, triggers)
* Optional: Relevance AI can be used to embed intelligent Agent replies

**Security & Permissions**

* Access is granted based on:
  + Product tier (e.g. Magnetic Offer Builder or higher)
  + DNA Badge (e.g. Dual-Aware Thinker)
  + Manual admin override
* Anyone who cancels or refunds can be automatically removed from GHL community via workflows

**What the Student Experiences**

1. Student completes a key milestone (e.g., quiz or course module)
2. Gets a message like: “You’re ready for the Brandscaling Community!”
3. Clicks the button → access is verified
4. If eligible, GHL community loads inside dashboard
5. They are welcomed by an AI Agent or automation message, and can begin posting or commenting

**SUMMARY – What This Community Layer Does**

* Provides private, DNA-personalized community space
* Built and hosted inside GoHighLevel
* Embedded into your student dashboard
* Integrated with your LMS logic via Supabase
* Connected to all automations via n8n
* Optional AI Agent responses make it smarter and more engaging

**7. AI Agent Layer**

* **Architect Agent**: Logical, strategic, systems-based
* **Alchemist Agent**: Visionary, Magnetic, empowering
* Respond differently based on user’s DNA
* Accessed inside:
  + Dashboard
  + Community
  + Smart Business Builder
* Admin can edit prompt template
* front end edits/ drag and drop/ edit content / add /delete images

**AI Agents (Replit + Relevance AI)**

* Architect Agent (logic, strategy)
* Alchemist Agent (energy, emotion, metaphor)
* DNA-personalized responses
  + Embedded in dashboard + community

7. AI AGENT LAYER

(N8N &Relevance AI)

What It Is:

The \*\*AI Agent Layer\*\* is a DNA-personalized assistant system that gives students intelligent, real-time support inside the platform — through two distinct agents:

| Agent | Function | Personality |

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

| \*\*Architect Agent\*\* | Offers logical, structured, system-based advice | Precise, strategic, unemotional |

| \*\*Alchemist Agent\*\* | Offers emotional, metaphorical, visionary guidance | Empowering, intuitive, energetic |

These agents respond differently based on the \*\*user’s DNA type\*\* (Architect, Alchemist, Blurred) and \*\*subtype\*\* (e.g., Refiner, Visionary), offering guidance in a tone that matches how the user best processes input.

What the AI Agent Layer Does:

| Function | Description |

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

Personalized AI Coaching | Responds to student questions inside courses and the dashboard based on their Entrepreneurial DNA |

Dynamic tone-shifting | Architect users get concise, strategic answers; Alchemists get rich, metaphor-laden coaching |

Embedded Everywhere | Agents are visible within:

The \*\*Dashboard\*\*

The \*\*Community interface\*\*

The \*\*Smart Business Builder course\*\* |

Editable Prompts | admincan edit the instruction set for each agent in the Admin Panel |

Response Logs | Tracks usage per user for insight, moderation, or future coaching adaptation |Where the AI Agent Layer \*Sits\* in the Architecture:

│ Admin Panel │ ← Edit prompts, turn agents on/off

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│ Student LMS UI │ ← Embedded agent widget in dashboard, course, community

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│ Replit + Relevance │ ← Routes prompts, loads DNA type, sends to OpenAI/Claude

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│ Supabase │ ← Stores DNA type, agent config, usage logs, access permissions

|  |
| --- |
|  |

How It Works (Behind the Scenes):

User accesses an agent\*\* in the dashboard (e.g., during Smart Business Builder)

Agent sends metadata:

`user\_id`, `DNA\_type`, `subtype`, `agent\_type`, `current\_course`

Relevance AI dynamically routes the message and injects:

The correct \*\*prompt template\*\* (e.g., “Respond as a masterful strategist…”)

The user’s DNA tone and focus

Optional lesson context

The AI (OpenAI or Claude) responds

Response appears inside the dashboard

. n8n logs usage (optional: stores transcript, counts messages, limits daily usage)

Admin Control (via Admin Panel):

Toggle agents on/off

Assign agents to courses or DNA types

Set usage limits (e.g., 5 questions/day)

Edit prompt templates per agent

View usage logs per user

Preview/test prompt responses

Frontend Editing Features (Optional AI Builder UI):

You can optionally include:

Drag-and-drop agent response editor\*\* (like Webflow UI)

Add rich content:

Images

Prompts

Personality modifiers

Pre-filled answers or tooltips

This gives \*\*non-technical admins\*\* or coaches the ability to visually shape agent responses without touching code.

AUTOMATION LAYER

(n8n + GHL + Webhooks)

The \*\*Automation Layer\*\* handles all your \*\*cross-system workflows\*\* and \*\*notifications\*\* using:

- [\*\*n8n\*\*](https://n8n.io): your low-code automation engine

\*\*GHL (GoHighLevel)\*\*: your CRM, email, and funnel system

\*Webhooks\*\* from \*\*Replit\*\*, \*\*Stripe\*\*, or the LMS

\*Supabase triggers\*\* to track logic-based events

This layer runs in the background and keeps everything in sync across platforms.

What the Automation Layer Does:

Trigger Source | Automation |

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

| \*\*DNA Quiz Complete\*\* | → Tag user in Supabase + GHL

→ Trigger email sequence (e.g., “Your DNA Result”)

→ WhatsApp notification to you or user |

| \*\*Stripe Purchase\*\* | → Unlock course in Supabase

→ Add user to GHL campaign (e.g., “Welcome to Expert Tier”)

→ Send invoice email + SMS |

| \*\*Workbook Completed\*\* | → Log badge in Supabase

→ Trigger badge notification

→ Unlock next module if logic matches |

| \*\*Retake Timer Ends (30 days)\*\* | → Send retake reminder email

→ Reset quiz access in Supabase

→ GHL tag updated |

| \*\*Taster Day Show-Up\*\* | → Tag user as "Warm Lead"

→ Trigger GHL mastermind sales sequence

Alert coach via Slack or email |

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Where the Automation Layer \*Sits\* in the Stack:

Trigger Sources:

Replit (LMS events)

Stripe (purchase events)

Supabase (logic conditions)

n8n Workflow Layer:

- Connects Replit, Supabase, GHL, Calendly

- Routes data, triggers emails, sends updates

External Outputs:

- GHL email/SMS/WhatsApp campaigns

- Supabase updates

- Slack messages (optional)

- Admin Panel logs

Key Automations You Will Use:

\*\*Quiz → GHL Tag → Email Nurture\*\*

\*Purchase → Unlock LMS → Onboard Campaign\*\*

\*\*Retake Lock Ends → Notify + Open Quiz\*\*

\*\*Badge Earned → Next Module Unlocked\*\*

\*\*No-Show → Reminder SMS / Follow-up Campaign\*\*

\*\*AI Agent Overuse → Alert / Block for Day\*\*

Summary of Each Layer

AI AGENT LAYER\*\*:

Provides \*\*DNA-personalized answers\*\*

Embedded in courses, dashboard, and community

- Powered by Relevance + OpenAI

- Controlled and edited via Admin Panel

\*AUTOMATION LAYER\*\*:

Handles \*\*event-based workflows\*\* between LMS, GHL, Stripe, Supabase

Powered by n8n + webhooks

Triggers \*\*email, SMS, unlocks, retake timers, badges\*\*

**Automation Layer (n8n + GHL)**

* Webhooks from Stripe trigger:
  + Supabase tagging
  + GHL sequences (DNA nurture, upsells)
  + Email sequences and retest reminders
  + WhatsApp notifications

**9. Affiliate + Viral Engine**

* (Fast): GHL affiliate system
* Bonuses for:
  + Referring users
  + Quiz sharing
  + Course purchases via unique links

### AFFILIATE + VIRAL ENGINE (via GHL, View-Only UI in Admin Panel)

You’re using GHL’s **built-in affiliate system** to manage all core referral logic, tracking, and payout — while your **admin panel** simply displays summary data, triggers manual actions, and lets you stay in control without building custom infrastructure.

### WHAT YOU’RE USING NOW (Option 1: Fast GHL Integration)

* **Affiliate tracking**: Fully managed by GHL
* **Unique referral links**: Auto-generated in GHL for each user
* **Commission rules**: Configured inside GHL (e.g. % of sale, per purchase)
* **Payouts**: Processed through GHL or external (manual)
* **Email automation**: DNA-specific referral invitations via GHL sequences

### WHAT YOUR ADMIN PANEL NEEDS TO DO

Your custom admin UI (on Replit) does **not** handle any logic — it **only shows** the following data pulled from GHL:

* 🔍 Affiliate overview (leaderboard-style):
  + Total referred users
  + Commissions earned
  + Total quiz shares
  + Link click counts
* 🔔 Notification triggers:
  + New referral made
  + Payout threshold reached
  + DNA quiz shared by user
* 📬 Admin actions:
  + Manually approve affiliate status
  + Reset a referral link
  + Export affiliate report (CSV)

### BONUSES AND INCENTIVES (Tracked via GHL logic)

You set up automation in GHL to award:

* Bonuses for referring new users
* DNA quiz share rewards
* Affiliate commissions on course sales
* Unlock badges like “DNA Evangelist” or “Top Referrer”

### ACCESS + SECURITY

* Only admins can view the affiliate dashboard
* Users see their own referrals only in GHL’s student dashboard or through an embedded portal
* All links and tracking are secured by GHL, not your LMS

### FUTURE (Optional: Custom System Later)

If you outgrow GHL’s limitations, you can:

* Build a custom affiliate engine using **Supabase**
* Generate unique referral codes tied to user ID
* Track traffic and conversions inside your platform
* Offer tiered viral growth rewards

But for now — **GHL handles it all**, and your admin panel just gives you visibility and light manual control.

TECH STACK CONNECTIONS

* **Affiliate Logic** → GHL
* **Notifications & Data Sync** → n8n + Supabase
* **Admin UI** → Replit dashboard (read-only API or webhook feeds from GHL)
  + **10. Calendar & Call Booking**

Users can:

* + Book WhatsApp calls
  + Join Zoom webinars
  + Schedule 1:1s (via Calendly or GHL)

All flows trigger GHL workflows + confirmation

**🔐 AUTHENTICATION (UPDATED)**

* ✅ **Supabase Auth** will now handle all login, user creation, roles, and session management.
* Will integrate:
  + OAuth (Google)
  + Email/password
  + Role-based access: student / admin / mastermind / tester
* Dev mode bypass may be added during local dev via Supabase Edge Functions or headers.

**🧰 AUTOMATIONS (n8n)**

* Stripe → Supabase + GHL tag
* Quiz → Supabase + GHL tag
* Login → check DNA, show dashboard
* Calendar bookings → email reminders via GHL
* Gamification triggers (e.g., share = badge)
  + Share-to-earn rewards (via GHL or n8n logic

**💾 DATABASE (Supabase)**

* Tables to be rebuilt inside Supabase:
  + users, courses, lessons, quiz\_results, dna\_profiles, community\_posts, referrals, badges, email\_logs, leads, etc.
* All relations handled via Supabase
* Realtime + Row Level Security rules applied for access control

**🎯 GAMIFICATION SYSTEM (Dual-Channel)**

* **Inside Platform**:
  + XP per milestone
  + Course badges (completion, DNA awareness)
  + 7-Day Reset track for Blurred
* **Outside Platform**:
  + Share-to-earn via GHL email automations
  + Viral trigger: “Share quiz + get rewards”
  + Track referrals in GHL or via webhook
  + Tier unlocks + bonus modules tied to actions