

# Baby Goats (TM) - Product Requirements Document (v0.9)

Last updated: 16 July 2025

## 1 - Purpose & Vision

Baby Goats is the operating system for a young athlete's career. It gathers every highlight, stat and milestone, then layers in community, discovery and monetisation so raw potential can mature into a professional, funded brand.

## 2 - Objectives & Key Results (OKRs)

Objective

Key Result

Launch a useful MVP

$\geq 3\,000$  athlete profiles in 90 days -  $\geq 500$  recruiter searches

Validate engagement loops

$\geq 40\%$  WAU/MAU -  $\geq 25\,000$  profile-likes

Prove revenue engine

Ambassador referrals  $\geq 20\%$  of paid sign-ups - \$15 k MRR by Q4

## 3 - Personas

Persona

Goals

Pains

High-school athlete (15-18)

Get recruited, track progress, earn money

Highlights lost, can't afford pay-wall sites

Parent / Guardian

Showcase safely, understand college path

Fragmented info, high fees

College recruiter / scout

Find hidden talent, verify data

No standardised stats, noisy social media

Peer athletes

Inspiration & rivalry

Toxic comment culture elsewhere

4 - Scope - MVP v1

Area

Requirement

Priority

Auth

Email magic-link + Apple/Google - COPPA parental flow

P0

Showcase Profile

Dynamic sport stats - 10 highlight videos - Dream-Team logo - Public URL

P0

Discover Portal

Recruiter filters: sport, grad year, metrics

P0

Engagement

Profile Like button & counter

P0

Ambassador Program

20 % recurring payout via Stripe

P1

Community Feed

30 s vertical clips - like/comment

P1

Mobile PWA

Responsive, installable, offline poster

P0

Admin CMS

Verify recruiters, ban users, edit stat templates

P1

Analytics

Mixpanel events: profileCreate, contactClick

P0

## 5 - Out of Scope (MVP)

Live streaming & gifting

AI Coaching (video analysis + workouts)

Native iOS / Android apps

Team / Coach dashboards

## 6 - User Journeys

Create & share profile -> friend likes -> social proof gained.

Recruiter search -> filter -> bookmark profiles -> email athlete.

Ambassador referral -> 2 paid sign-ups -> \$20 earnings.

## 7 - Success Metrics

Metric

90-day Target

Avg. profile completeness

$\geq 70\%$

Recruiter search-to-profile view

$> 3 : 1$

Athletes with  $\geq 1$  like

$\geq 60\%$

Ambassador share of MRR

$\geq 15\%$

## 8 - Non-Functional Requirements

LCP < 2.5 s on 3G

WCAG 2.1 AA, reduced-motion poster

GDPR & COPPA compliant (SuperAwesome SDK)

10 k concurrent video views via CDN

Infra cost < \$2 k / month @ 50 k MAU

## 9 - Technical Stack

Layer

Choice

Reason

Front-end

React 18 + Vite + Tailwind

Fast DX

Auth

Supabase Auth + SuperAwesome COPPA

Easy + compliant

DB

Postgres / Supabase JSONB

Flexible sport stats

Storage

S3 via Supabase

Cheap thumbnails

Functions

Vercel Edge

Low latency

Payment

Stripe Connect

Rev-share payouts

Video

YouTube/Vimeo embed

Zero hosting cost

## 10 - Risks & Mitigations

Risk

Impact

Mitigation

Toxic comments

High

AI filter, disable by default

Recruiter trust

Med

Manual verification badge

Ambassador fraud

High

Stripe KYC + velocity checks

## 11 - Timeline (Weeks)

1-2 Figma, fonts -> 3-4 Auth & profile -> 5-6 Stats & video -> 7 Discover portal -> 8 Likes & analytics  
-> 9 Ambassador -> 10 Beta -> 12 Public launch.

## 12 - Key Decisions (July 2025)

Topic

Decision

Recruiter messaging

MVP uses external contact (email / phone). Track profileContactClick; add in-app messaging if  $\geq 30\%$  usage.

Canonical stat list

Maintained in-house. Sport-stat schemas versioned in Postgres; defined by internal "stat council."

Age verification

Leverage SuperAwesome KWS for COPPA compliance at launch; revisit at 100 k MAU.

Light-mode palette

Keep primary #1ED760. Light UI tokens: Surface #FFFFFF - Muted #F5F7FA - Text #0D0D0D / #4D5156 - Accent #0B3221 - Error #E54848.

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