Bermy Banana — ACCELERATED Launch Plan

Speed to Market: 2-Week Sprint to Production

PRIORITY: Launch fast, iterate after.

Week 1: Core Functionality (Days 1-7)

Day 1: Avatar Fix + Landing Page Carousel

Avatar Edit Button Fix (2 hours) - Fix `/app/avatars/page.tsx` — add name editing + image replacement - Update API route to handle image updates - Deploy immediately

Landing Page Carousel (4 hours) - Install `embla-carousel-react` - Create carousel component with auto-scroll - Add 6 placeholder slots for examples - Deploy

Deliverable: Working avatar edit + carousel skeleton live

Day 2-3: Payments Infrastructure

Polar Setup (Day 2) - Create Polar sandbox account - Create 3 products: - Starter: $25/mo, 1,000 credits
- Pro: $59/mo, 3,000 credits
- Agency: $129/mo, 8,000 credits

Pricing Page (Day 2-3) - Build `/pricing` with 3-tier cards - Feature comparison table - "Get Started" CTA buttons

Checkout Integration (Day 3) - Integrate `@polar-sh/checkout` - Test checkout flow in sandbox

Deliverable: Pricing page + working checkout (test mode)

Day 4: Webhooks + Quota System

Webhook Handlers - `/api/webhooks/polar` endpoint - Handle: subscription.created, cancelled, past_due - Update user tier in database

Credit System - Replace daily quotas with credit system - Video = 100 credits/scene - Image = 50 credits - Free tier = 200 credits (no signup required)

Deliverable: Payments fully functional end-to-end

Day 5: Legal Pages (Use Templates)

Terms of Service - Use https://www.termsofusegenerator.net/ or similar - Customize for Bermy Banana - Route: `/terms`

Privacy Policy - Use https://www.privacypolicygenerator.info/ - Include: data collected, third parties, retention - Route: `/privacy`

Cookie Banner - Simple bottom banner - "Accept" dismisses it

Deliverable: All legal pages live

Day 6: Email Infrastructure

Resend Setup - Create account, verify domain (use bermybanana.com or temp domain) - Install `resend` package

Essential Emails Only 1. Welcome email (after signup) 2. Generation complete (with download link) 3. Quota exhausted (with upgrade CTA)

Skip for now: Subscription confirmations, marketing emails

Deliverable: 3 core emails working

Day 7: Mid-Week Deploy + Test

Deploy to Production - Set up Vercel production project - Configure env vars - Deploy main branch

Testing - Sign up → Create avatar → Generate content - Verify payments work (test mode) - Check emails arrive

Deliverable: Live production URL with all Week 1 features

Week 2: Launch Prep (Days 8-14)

Day 8-9: Domain + Production Database

Domain Setup - Purchase bermybanana.com (or chosen domain) - Configure DNS with Vercel - Enable SSL

Production Database - Create Neon Postgres production instance - Run migrations - Copy dev data or start fresh

Update Environment - Switch Polar to production keys - Switch Resend to production - Update `NEXT_PUBLIC_APP_URL`

Deliverable: Production site on custom domain

Day 10: Generate Example Content

Create Sample Outputs - Generate 3 influencer photos (Mode B) - Generate 2 UGC videos (Mode A, 3 scenes each) - Generate 1 product video (Mode C) - Convert videos to GIFs for carousel

Upload to Carousel - Add real examples to landing page - Watermark with "Made with Bermy Banana"

Deliverable: Carousel populated with actual examples

Day 11: Soft Launch

Invite-Only Beta - Share with 5-10 friends/family - Collect feedback via Telegram/Discord - Fix critical bugs immediately

Monitor - Check error logs (Sentry) - Track conversion funnel

Deliverable: Real users testing the product

Day 12-13: Polish + Fixes

Quick Wins from Feedback - Fix any broken flows - Improve error messages - Add loading states if missing

Marketing Prep - Write Twitter/X launch thread - Prepare Product Hunt listing - Create demo video/GIF (30 seconds)

Day 14: PUBLIC LAUNCH

Launch Day Checklist - [ ] Final smoke test (signup → payment → generate) - [ ] Enable Polar live mode - [ ] Post on Twitter/X - [ ] Post on Reddit (r/SaaS, r/InternetIsBeautiful) - [ ] Share with personal network - [ ] Submit to Product Hunt (if ready)

Post-Launch - Monitor for 24 hours - Respond to all feedback - Fix critical issues immediately

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Cut Scope to Accelerate

What's IN (Launch Critical)

Avatar create/edit/delete   Product upload   All 3 generation modes   Payments (Polar)   Credit system Pricing page   Legal pages (TOS, Privacy)   Welcome + generation emails   Landing page carousel   Domain + SSL

What's OUT (Post-Launch)

Video concatenation (users get separate clips + script)   Progress tracking (show "processing…" only) Subscription management page (use Polar customer portal)   Advanced email sequences   Rate limiting (add if abuse occurs)   Admin dashboard polish   FAQ page   Testimonials (use example outputs instead)

Tech Stack Decisions

Decision	Choice	Rationale
Payments	Polar	Fastest integration, built for SaaS
Domain	Vercel	One-click SSL, instant deploys
Database	Neon	Serverless Postgres, $0 to start
Email	Resend	Free tier, simple API
Storage	Vercel Blob	Already configured
Monitoring	Vercel Analytics	Built-in, free

Daily Operating Cost (Post-Launch)

Service	Cost
Vercel Pro	$20/mo
Neon Postgres	$0 (free tier)
Vercel Blob	$0 (free tier)
Resend	$0 (3K emails)
Polar	$0 + 0.5% fee

Service	Cost
Domain	$12/year
Total	**~$21/mo**

Break-even: 1 Starter subscriber ($25/mo) covers all costs.

Success Metrics (Week 2)

Metric	Target
Signups	50+
Paying Customers	5+
Content Generated	100+ videos/images
MRR	$125+

Daily Schedule

Week 1: Build mode — 6-8 hours/day coding **Week 2:** Launch mode — 4 hours coding, 2 hours marketing/feedback

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Contingency Plans

If payments are complex: - Use Stripe instead (more docs, longer setup) - OR: Launch with free tier only, add payments in Week 3

If generation is buggy: - Limit to 3 scenes max per video - Disable audio generation initially

If no domain ready: - Launch on Vercel subdomain (bermy-banana.vercel.app) - Migrate to custom domain later

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Post-Launch Roadmap (Weeks 3-6)

Week	Focus
Week 3	Video concatenation, customer feedback
Week 4	Product Hunt launch, marketing
Week 5	Feature requests, retention
Week 6	Scale infrastructure if needed

Bottom Line

Launch date: February 18, 2026 (2 weeks from now) **Motto:** Ship it, then fix it. **Goal:** First paying customer by Day 10.

Generated: 2026-02-04 Strategy: Speed to Market #1 Priority