Business and Strategy

1. What are the primary business goals for the MVP?

Clean luxury look that builds trust.

Show services (mensuit + coresync private).

Highlight what makes us different (AI + modern wellness).

Simple booking button + early membership sign-up form.

Contact/location section.

2. Who is the target audience, and which locations do you serve?

Mensuite
Designed for highly successful entrepreneurs and CEOs who want to invest in themselves. This space provides the perfect environment to recharge, refocus, and prepare for an even stronger tomorrow.

Coresync Private
An exclusive private spa experience created for couples. Enjoy complete privacy with access to a hot tub, AI-powered massage bed, champagne, and more everything you need for an unforgettable and rejuvenating escape together.

3. Do you operate a single location or multiple locations? Single location

4. Provide a short brand story.

Coresync was founded with a simple idea — wellness should be as inspiring as it is restorative. We set out to create a space that feels private, modern, and elevated, blending the calm of a luxury spa with the innovation of technology. From AI-powered skin analysis to curated design and atmosphere, every detail of Coresync is built to help you escape, restore, and reconnect. With dedicated spaces for men and couples, Coresync is more than a spa — it's a new standard in modern wellness.

5. Provide a short vision statement.

Our vision is to become the most trusted name in modern wellness — a brand that merges design, technology, and human connection into seamless experiences. We aim to create sanctuaries that inspire balance, attract forward-thinking clients, and redefine what a spa can be. With each new location, Coresync will continue to lead the way in luxury wellness, offering experiences that feel both timeless and ahead of their time.

6. Preferred launch window or date range. NOVEMBER FIRST

7.   Do you also want promotion services for the US market (SEO, Google Ads, Meta Ads, local listings, content, analytics)?

Yes, but for now let's keep it focused on local visibility and pre-launch awareness — SEO basics, Google Business/local listings, and light social ads. Later on I want to expand into full Google Ads, Meta Ads, and content.

8.   If yes to promotion, what is your monthly budget range? Let me hear options

9.   If yes to promotion, which priorities matter most (lead volume, brand search, bookings, memberships)? Yes to promotion. My top priorities are memberships first, then bookings. After that, focus on building brand awareness so clients search for Coresync directly. Lead volume is less important than quality

10.   If yes to promotion, do you want US local SEO (Google Business Profile optimization, citations, reviews)? Yes — local SEO is very important. Please include Google Business Profile optimization, citations, and a plan for reviews so Coresync shows up strongly in local NYC searches

11.   If yes to promotion, do you want landing page A/B tests and analytics dashboards? Yes — I'd like analytics dashboards for sure, and A/B testing on landing pages once traffic grows. For pre-launch, keep it simple with dashboards; after opening, we can test and optimize pages.

Design and Branding

1.   Please share logo files (SVG/PNG). Ill send it separately.

2.   Please share brand colors. Ill send it separately.

3.   Please share brand fonts. Ill send it separately.

4.   Please share 1–3 reference websites you like. https://beaire.com/en/nyc/ https://www.the-well.com/ https://equinox-hotels.com/nyc

5.   Do you prefer light, dark, or auto theme? Dark

6.   Please provide hero photos or a short hero video for the Home page.Ill Send

7.   Exact address for the map. 1544 71st street Brooklyn Ny

8.   Splash screen image or brand color selection. Splash screen: calming, immersive spa visual with a modern/tech glow.Brand colors: deep charcoal, warm beige, white, with teal/blue accents for a luxury + tech-forward feel

9.   1024×1024 app icon (provide assets). The C. Logo

10.   Adaptive icon for Android (provide assets). The C. Logo

11.   Allow us to prepare 6–8 screenshots per platform from design mocks?

12.   Provide promo video links if available. We should maybe work on an ai video

Services and Membership

1.   Please provide the final list of services for Mensuite. Facials, Massages, Haircuts, Manicures, Pedicures, Laser Treatments, and Meditation Room.

2.   Please provide the final list of services for Coresync Private. Hot tub, AI MASSAGE BED, Dry Sauna, Wet Sauna, light snacks.

3.   For each service, should we show duration or hide it? Illustrate an image.

4.   Please provide Member prices for each service.TBD

5.   Please provide Non-Member prices for each service.TBD

6.   Do you have bundles or seasonal offers to display?TBD

7.   Membership plan names. TBD

8.   Benefits per membership plan. Cheaper, outdoor spa/backyard experience

9.   A simple savings example per month or per year.TBD

10.   Destination email address for Join Membership form submissions. I don't want to require an email address for sign-up. Once someone pays for a membership, they should automatically receive the benefits. The only email they should get is an automated welcome message.

Content and Media

1.   List each device or technology for the Tech & Innovation section. Yossi to get from the company's

2.   Provide a one- to two-sentence description for each device/technology. Yossi to get from the company's

3.   Provide photos or video links for each device/technology. Yossi to get from the company's

4.   List open positions and the application email. We should have such an option: We should have such an option info@coresync.life

5.   Page titles and meta descriptions (provide or allow us to draft).

6.   Provide final texts or links for Privacy Policy.

At Coresync Spa, your privacy is very important to us. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website, use our booking system, or become a member.

1. Information We Collect

We may collect the following types of information:

Personal Information: Name, email, phone number, billing address, and payment details (for bookings and memberships).

Booking & Membership Data: Appointment history, service preferences, and membership activity.

Technical Information: IP address, browser type, device details, and cookies for analytics and performance.

2. How We Use Your Information

We use your data to:

Process bookings, payments, and memberships.

Communicate with you regarding appointments, services, or promotions.

Improve our spa services and customer experience.

Comply with legal or regulatory obligations.

3. Sharing of Information

We do not sell your personal information to third parties.

We may share information with trusted service providers (such as payment processors or booking platforms) solely for the purpose of providing our services.

We may disclose information if required by law or to protect the safety of our clients and staff.

4. Cookies & Analytics: Our website may use cookies and analytics tools (such as Google Analytics) to understand usage patterns and improve functionality. You can disable cookies in your browser settings if you prefer.

7.   Provide final texts or links for Terms of Service.

8.   Provide final texts or links for Refund/Cancellation policy.

Technical and Functional Requirements

1.   Please confirm the MVP has no internal booking and no in-app payments. Yes, we do need both the website and the app to support internal booking, as discussed earlier. This will be the primary way clients schedule their appointments, selecting the date and time directly through the system.

2.   Should "Book Now" open WhatsApp only, or also a phone call link? No Through the website and app. WhatsApp can be another option.

3.   Do you also want "Book Now" to open an external calendar link; if yes, share the URL. No, I don't want it to open to a separate calendar link. I want the calendar to be built into the app and website, so clients can view all their upcoming appointments directly within the platform.

4.   Please provide working hours and holiday schedule for the Contact page.

Mensuite: Sunday–Thursday, 10:00 AM – 12:00 AM
CoreSync Private: Sunday–Thursday, 12:00 AM PM – 12:00 AM; Saturday night, 6:00 PM – 1:00 AM.

5.   Primary phone number(s). No phone number, only WhatsApp.

6.   WhatsApp number or deep link. 551 574 2281 | AI chat | AI Phone call

7.   Instagram profile URL.

8.   TikTok profile URL.

9.   Facebook page URL.

10.   LinkedIn page URL.

11.   Confirm Contact form fields (Name, Email, Phone, Message) or specify changes. Email: Info@coresync.life |551 574 2281 | AI chat | AI Phone call

12.   Launch language (English by default; confirm). Confirming

13.   GA4 Measurement ID (provide or allow us to create). please create.

14.   Do you need a blog or news section in the MVP? YES

15.   Domain name and registrar access, or should we purchase/manage it? Domain name: Coresync.life

16.   DNS provider details. GoDaddy

17.   Email sending choice for forms (SendGrid, Mailgun, or Google Workspace). YES

18.   Do you want both staging and production environments? YES

19.   Initial admin accounts (names and emails).

Yossi S. info@coresync.life Hindy Greenfeld: hindy@cstern.info

20.   Confirm MVP data collection: Name, Email, Phone, Message, Membership lead. Confirming

21.   Any extra data fields beyond the above? Face Recognition , credit card

22.   Lead data retention period (for example, 12 months). Forever

23.   Enable IP rate limiting on forms?

24.   Enable reCAPTCHA on forms?

25.   May we store media on S3/CDN?

26.   Do you target children under 13? (default No) NO

27.   Confirm accessibility target WCAG 2.1 AA.

28.   Include GDPR/CCPA consent and cookie notices?

29. Confirm no medical claims; AI is advisory only.

30. Provide a contact email for data processing requests. info@coresync.life

31. Confirm encryption: HTTPS only, no special export-controlled crypto.

32. Confirm no IDFA and no App Tracking Transparency prompt in MVP.

Accounting and Payments (Phase 2)

1. For Phase 2: do you prefer QuickBooks Payments with invoice links?

2. For Phase 2: or Stripe payments with later QuickBooks sync?

3. If Stripe later, enable Apple Pay and Google Pay? YES

4. For QuickBooks phase, share QuickBooks Online company ID (when ready).

5. For QuickBooks phase, share API credentials (when ready).

6. Provide invoice template preferences and tax rules (Phase 2).

7. Provide default products or services for accounting (Phase 2).

Mobile Applications (App Store and Play Store)

1. iOS app name.

2. Android app name.

3. App short description (store listing).

4. App full description (store listing).

5. App category/subcategory.

6. Support email for store listing.

7. Website URL for store listing.

8. Countries/regions at launch (US only or others). US ONLY

9. Confirm app is free and has no in-app purchases in MVP.

10. Do you want sign-in in MVP, or no authentication (content only)?

11. 1024×1024 app icon (provide assets).

12. Adaptive icon for Android (provide assets).

13. Splash screen image or brand color selection.

14. Allow us to prepare 6–8 screenshots per platform from design mocks?

15. Provide promo video links if available. Yes were working on it.

16. Confirm app data collected: Name, Email, Phone via forms only.

17. Confirm no tracking and no ads. Confirming

18. Confirm analytics use (Firebase or GA4).

19. Confirm data is not linked to a user account in MVP.

20. Confirm data retention for app submissions same as website.

21. Do you have an Apple Developer Program Company account?

22. Invite our email to App Store Connect with Admin/Developer access.

23. Provide legal entity name for Apple.

24. Provide D-U-N-S number for Apple Company account.

25. Approve proposed iOS bundle ID (for example, com.yourbrand.coresync).

26. Confirm encryption: HTTPS only, no special export-controlled crypto.

27. Confirm no IDFA and no App Tracking Transparency prompt in MVP.

28. Provide App Review contact (name, email, phone).

29. If sign-in appears later, provide test account credentials for review.

30. Any special review notes or a demo video to include?

31. Do you require manual signing; if yes, provide distribution certificate and signing key.

32. Do you have a Google Play Console Organization account?

33. Invite our email to Google Play Console with Admin access.

34. Approve proposed Android package name (for example, com.yourbrand.coresync).

35. We will prepare the Data safety form; please confirm inputs when requested.

36.   We will complete the IARC content rating; please confirm inputs when requested.

38.   Confirm Ads declaration as No Ads. NO ADS

39.   Confirm export/encryption declarations as standard HTTPS only.

40.   Will you create the Firebase project, or should we?

41.   If you create it, provide GoogleService-Info.plist (iOS).

42.   If you create it, provide google-services.json (Android).

43.   If push is added later, we will request APNs key then.

Project Management and QA

1.   Who will approve copy, images, and prices? If you have any questions or need pricing details, please post them in the group chat and I'll respond there.

2.   Who is the single point of contact for content and legal? please post them in the group chat and I'll respond there.

3.   Who gives final sign-off before store submission? please post them in the group chat and I'll respond there.

4.   Preferred day-to-day communication channel (email/Slack/WhatsApp). WhatsApp

5.   Any preferred devices for internal QA?

6.   Who signs off on the staging URL acceptance?

8.   Post-launch warranty period (for example, 30 days for bug fixes). 6 MONTHS

9.   Do you want a monthly maintenance plan (hosting, updates, monitoring)? YES

10.   Content update SLA preference (for example, two business days). 1 Business day, unless it isn't urgent.