

Here is the comprehensive **Master Blueprint for Project Diskarte AI**. This document serves as your "Single Source of Truth" for development, business setup, and strategy.

PROJECT DISKARTE AI: The Master Blueprint

Version: 1.0 **Owner:** Solo Developer (You) **Status:** Pre-Launch / Research Phase

I. Executive Summary

Mission: To democratize access to Artificial Intelligence for the Filipino "mass market" (minimum wage earners, students, job seekers) by removing the barrier of high monthly subscription fees.

The "Sachet" Concept: Most AI tools (ChatGPT Plus, Gemini Advanced) cost ~₱1,200/month, which is prohibitive for the target demographic. "Diskarte AI" applies the Filipino "Tingi" (sachet) economy model: bite-sized, high-value AI services available for micro-payments (₱20–₱50).

Core Brand Promise: *"Ang Secret Weapon ng Pinoy."* (The Filipino's Secret Weapon). The app is not positioned as a luxury tech toy, but as a survival tool for "Diskarte" (resourcefulness) in work, school, and daily life.

II. The Product: "Diskarte AI" (MVP)

A. Target User Persona

- **Name:** Juan
- **Profile:** 23-year-old job seeker or contractual worker.
- **Tech:** Low-end Android phone (Infinix/Tecno), 32GB storage, relies on prepaid data.
- **Pain Point:** Needs professional help (writing, English, advice) but cannot afford consultants or expensive subscriptions.

B. Platform Strategy

- **Day 1 Launch: Progressive Web App (PWA).**
 - *Reason:* Zero storage required on user's phone; bypasses App Store approval delays; instantly accessible via Facebook Messenger links.
- **Future Phase:** Native Android App (wrapped PWA) once user base is established.

C. Core Features (The "MVP" Menu)

1. **The Bureaucracy Breaker (Admin & Gov)**
 - *Function:* Generates formal letters and interprets government forms.
 - *Use Cases:* Letter of Indigency request, Complaint letter to Barangay, Passport appointment assistance.
 - *User Input:* "Gawan mo ako ng letter para sa Mayor, humihingi ng tulong medical."
2. **The Diskarte Toolkit (Work & Hustle)**

- *Function*: Professionalizes the user's image for employment and gig work.
- *Use Cases*:
 - **Resume Fixer**: Turns a messy list of skills into a BPO-ready resume.
 - **Seller Reply Bot**: Generates professional English replies for difficult customers on Shopee/Lazada.
 - **Grammar Polish**: "Taglish in, Professional English out."

3. The Aral-Masa (Education)

- *Function*: Homework helper that *explains* concepts rather than just giving answers.
- *Use Cases*: Explaining math problems in Tagalog to parents so they can teach their kids; simplifying complex English reading materials.

4. The Diskarte Coach (Motivation & Grit)

- *Function*: A "Success Coach" focused on ambition, resilience, and mental toughness.
- *Tone*: Empowering, stoic, "Tropa" (friend), strictly non-religious.
- *Use Cases*:
 - *Input*: "Pagod na ako, parang gusto ko na sumuko."
 - *Output*: "Valid yan, Lodi. Pero tandaan mo kung bakit ka nagsimula. Ang bawat 'No' ay step papunta sa 'Yes'. Hingang malalim, tapos banat ulit. Kaya mo yan."

D. Language Capabilities

- **Primary: Taglish** (Tagalog-English mix). This is the key differentiator. The AI must understand "code-switching."
- **Secondary: Cebuano/Bisaya**. (To capture the Visayas/Mindanao market).
- **System Instruction**: "You are a helpful Filipino assistant. Reply in the same language the user uses. Be concise. Do not use flowery words."

III. The "Solo Dev" Technical Architecture

Philosophy: "Google Antigravity" – Leveraging AI Agents to write the code, minimizing manual effort.

A. The Tech Stack

Component	Technology	Reasoning
Development Environment	Firebase Studio (Project IDX)	Browser-based IDE with Gemini built-in. No local setup needed.
Frontend	Flutter (Web)	Single codebase. Responsive. Easily converts to Android app later.
Backend	Firebase Cloud Functions (Python)	Serverless. You only pay when code runs. Python is great for AI logic.
AI Model	Gemini 1.5 Flash	Lowest cost per token; high speed; excellent multilingual

Component	Technology	Reasoning
		support.
Database	Firestore	Stores user wallets, chat history, and prompt templates.

B. System Logic Flow

1. **Input:** User types/speaks in Taglish on diskarte.ph.
2. **Process:** Flutter sends data to Firebase Cloud Function.
3. **Intelligence:** Python function calls Vertex AI (Gemini 1.5 Flash).
4. **Output:** Gemini returns text; Firebase deducts "credits" or checks "Unli-Pass" validity.
5. **Display:** User sees the response instantly.

IV. The Business & Revenue Model

A. Pricing Strategy

- **The "Unli-Pass" (MVP Recommended):**
 - **Price:** ₱20 - ₱50
 - **Value:** 24 Hours of Unlimited Access.
 - **Why:** Easiest to code (Boolean check: if active == true). No need to track complex coin balances.
- **The "Wallet" (Future):**
 - Load ₱50 credits. Deduct ₱1.00 per request.

B. Payment Infrastructure

- **Gateway:** PayMongo.
- **Channels:** GCash, Maya (Primary).
- **Fees:** ~2.5% per transaction.
- **Profit Analysis:**
 - **User Pays:** ₱50.00
 - **Gateway Fee:** -₱1.25
 - **Net Revenue:** ₱48.75
 - **Est. AI Cost (24 hrs):** -₱5.00 (Heavy usage)
 - **Profit:** ~₱43.75 per user/day.

V. The "One Month in PH" Logistics (Critical Critical Path)

Goal: Establish legal and financial capability to operate remotely from the US.

Checklist

1. **DTI Registration (Business Name)**
 - **Action:** Register "Diskarte AI Services" online at bnrs.dti.gov.ph.
2. **Banking**

- *Action:* Open **UnionBank** or **BPI** Personal Savings Account (requires personal appearance or app KYC).
- 3. **BIR Registration**
 - *Action:* Apply for COR (Form 2303).
 - *Contingency:* If time runs out, designate a trusted representative (SPA) in PH to collect the certificate.
- 4. **Connectivity (The Lifeline)**
 - *Action:* Buy Globe/Smart SIM. Register it. Load ₱500. **Activate Roaming** (Text ROAM ON).
 - *Test:* Ensure you can receive SMS OTPs.
- 5. **PayMongo Setup**
 - *Action:* Create account. Upload DTI. Get API Keys.

VI. Research & Funding Strategy

A. Google for Startups Cloud Program

- **Target:** \$2,000 USD (approx ₱110,000) in Cloud/AI credits.
- **Research Angle for Application:** "Studying Low-Resource Language Resilience (Taglish/Cebuano) in Generative AI for Emerging Economies."
- **Outcome:** Covers all development and hosting costs for the first 12 months.

VII. Hypothetical Scenario: "A Day in the Life"

The User: "Juan" (Cavite, HS Graduate, applying for a Call Center job).

1. **The Trigger:** Juan sees a post in a Facebook Group: "*Nahihirapan mag-English sa Resume? Gamitin ang Diskarte AI. ₱50 lang.*"
2. **The Entry:** He clicks the link. It opens in Messenger. He selects "Unli-Pass (24 Hours) - ₱50."
3. **The Payment:** He pays via GCash. Fast and easy.
4. **The Task (Resume):**
 - *Juan types:* "Gumawa ako resume. Experience ko service crew sa Jollibee 2 years. Tapos encoder sa warehouse 1 year. Gusto ko maging Call Center Agent."
 - *Diskarte AI (Toolkit):* Generates a polished, professional resume highlighting "Customer Service Skills" and "Data Accuracy."
5. **The Doubt (Coaching):**
 - *Juan types:* "Kinakabahan ako sa interview, baka di ko kaya."
 - *Diskarte AI (Coach):* "Normal lang kabahan, Lodi. Ibig sabihin seryoso ka. Tandaan mo: Service crew ka dati, sanay ka sa pressure. Yakang-yaka mo yan. Ito ang 3 tips para sa interview..."
6. **The Result:** Juan feels prepared and supported. He gets the job. He tells his friends.

Immediate Next Step (Developer)

Open **Firebase Studio**, select the **Python/Flask** template, and instruct the AI Agent: "*Create a basic web app with a text input field that sends the text to Gemini Flash and displays the response.*"