# Phase-wise Spending Breakdown

## Phase 0 – Technical and User Truth (3-6 months) {47L-80L}

### Core Engineering {20L-30L}

1. 1 senior ML / systems engineer
2. 1 full-stack / infra engineer

Work:

1. Local vector indexing
2. OCR + embeddings
3. Query -> answer pipeline
4. Latency optimisation

(Hard engineering)

### Compute and Tooling {20L-30L}

1. High-end local machines (Apple Silicon / NVIDIA)
2. Model experimentation
3. Quantisation experiments
4. Offline interference testing

(No cloud burn)

### Design + User Research {5L-15L}

1. UX experiments
2. Trust indicators
3. Explainability UX
4. Failure handling design

### Legal and Privacy Groundwork {2L-5L}

1. Privacy architecture review
2. Consent model
3. Data isolation principles

### Output

1. Working prototype
2. Demo users
3. Clear go / no-go decision

## Phase 1 – Proof of Magic (6-15 months) {2cr-3.7cr}

### Product engineering {1cr-1.7cr}

Team:

1. 3-5 engineers
    i. ML
    ii. Mobile
    iii. Systems
    iv. Performance

Focus:

1. On-device quantised SLM
2. Fast retrieval
3. Multi-format understanding
4. Source attribution

### Product and Design {40L-80L}

1. Interaction design
2. Query correction UX
3. Confidence calibration
4. Error explanation

(Trust > Features)

### Infrastructure and Testing {30L-60L}

1. Edge-device testing
2. Model optimisation
3. Cross-device benchmarks
4. Failure simulations

### Legal, IP and Compliance {30L-60L}

1. Privacy audits
2. Terms and consent
3. Early patents (memory graph, recall mechanisms)

(Protects future acquisition value)

### Output

1. Daily active users
2. Retention data
3. Clear "this is not search" proof

# Phase 2 – Product Market Fit (15-30 months) {9.5cr-15.5cr}

## Engineering scale {5cr-7.5cr}

Team:

1. 10-15 engineers

Work:

1. Cross-platform parity
2. Memory graph
3. Long-horizon recall
4. Performance optimisation

## ML Research and Optimisation {2cr-3cr}

1. Model fine-tuning
2. Personalisation layers
3. Confidence scoring
4. Edge ML innovation

(Proprietary IP)

## Security, Compliance and Audits {1.5cr-3cr}

1. Enterprise-grade controls
2. SOC-style documentation
3. Privacy certifications

(What enterprises and acquirers inspect)

## Minimal GTM and Partnerships {1cr-2cr}

1. Strategic pilots
2. Thought leadership
3. Zero flashy marketing

## Output

1. Clear PMF
2. Paying users or enterprise pilots
3. Strong inbound interest

# Phase 3 – Acquisition-ready (30-48 months) {19cr-40cr}

## Platformisation {8cr-18cr}

1. APIs
2. SDKs
3. Integration layers
4. OEM / OS-level readiness

## Team Expansion {6cr-12cr}

1. Systems
2. Security
3. Platform engineers

(<30 people total)

## Legal, IP and Corp Dev {3cr-6cr}

1. Patents
2. Acquisition readiness
3. Cross-border compliance

## Strategic Partnerships {2cr-4cr}

1. Device manufacturers
2. Enterprise ecosystems
3. Platform pilots

## Output

1. Multiple acquisition paths
2. Strong negotiation leverage
3. Optionally sell / partner / scale