Million Labs

Scope

Compliance SaaS app

1 Overview **3**
1.1 Objective 3
2 User Personas **3**
3 User Journey **4**
3.1 MVP Flow: 4
4 Feature Breakdown **8**
4.1 ✅ MVP Features (phase1) 8
4.1.1 Admin Panel Features (MVP) 9
4.1.2 🧩 Modular Template Architecture 9
4.1.2.1 🗂️ Template Entity Structure 10
4.1.2.2 🔧 Data Model (Expanded) 10
4.1.3 🤖 AI Interaction Flow 11
4.2 🚧 Phase 2 Features 11
4.3 🧠 Phase 3 Features 12
4.4 Monetization Model 13
5 Data Architecture **13**

1 Overview

Product Name: Risk Radar
Target Users: Compliance Officers, Procurement, IT Teams, Consultants
Environment (Prototype): https://preview--risk-radar-marketplace.lovable.app/

Risk Radar is an intelligent compliance assessment platform designed for modern businesses. It helps organisations quickly identify gaps in their financial crime and trade compliance programs by analysing company data and documents using AI. Instead of relying on lengthy consulting engagements, Risk Radar gives compliance, procurement, and IT teams immediate insight into their risk exposure—then matches them with the right technology solutions to close those gaps. Faster, smarter, and more affordable than traditional approaches, it's the new standard for compliance risk assessment.

1.1 Objective

To build a SaaS platform that helps mid-to-large scale organisations self-assess financial crime compliance and trade compliance risks using AI-based document and website analysis, benchmark gaps, and identify suitable technology solutions from a vendor marketplace. The platform provides a faster, cheaper, and standardised alternative to traditional consulting.

Initial release will support two assessment templates:

- Financial Crime Compliance
- Trade Compliance

Additional templates (e.g., AI compliance, ESG risk, etc.) and the ability to add custom templates will be added in future phases.

2 User Personas

User personas are representative profiles that capture the key roles, behaviors, goals, and needs of the people who will interact with the platform. These personas guide design, functionality, and user experience decisions by keeping real-world users at the center of product development.

The following User Personas for this app are as follows:

Persona	**Role & Description**	**Goals**
Business User	Core users include **Compliance Officers**, **Procurement**, **IT/Innovation**, and **Analysts** who	Run assessments, identify gaps, upload

	are responsible for assessing risks and uploading documents. Their experience in the app is largely the same.	documentation, benchmark risks, evaluate vendors
Admin (Platform Side)	Internal platform administrator	Monitor usage, manage vendor listings, access analytics, support user accounts
Consultant (Phase 3)	External service provider using the platform on behalf of multiple clients	Conduct assessments for clients, manage projects, generate reports and recommendations
Enterprise (Phase 3)	Large corporates with multiple users	Ability to add and manage access rights for internal users. Create collaboration workspaces.

3 User Journey

3.1 MVP Flow:

1. **Landing Page & Sign Up**
    - Fields: First Name, Last Name, Organization Name, Business Email, Password, Terms Acceptance, privacy policy
    - Email verification + basic KYC (company tax ID/registration)
    - Block public email domains (i.e. gmail, hotmail etc)
    - Block by browser location (i.e. Iran, Russia etc)

2. **Business Profile Creation**
    - User submits:
        - Company name
        - Website (for AI extraction)

        - Optional document uploads (policies, annual reports, org charts, etc.)
    - AI pre-populates fields (specific prompt to extract data from website and identify where gaps are present)
    - Missing fields highlighted
    - Manual override and input allowed

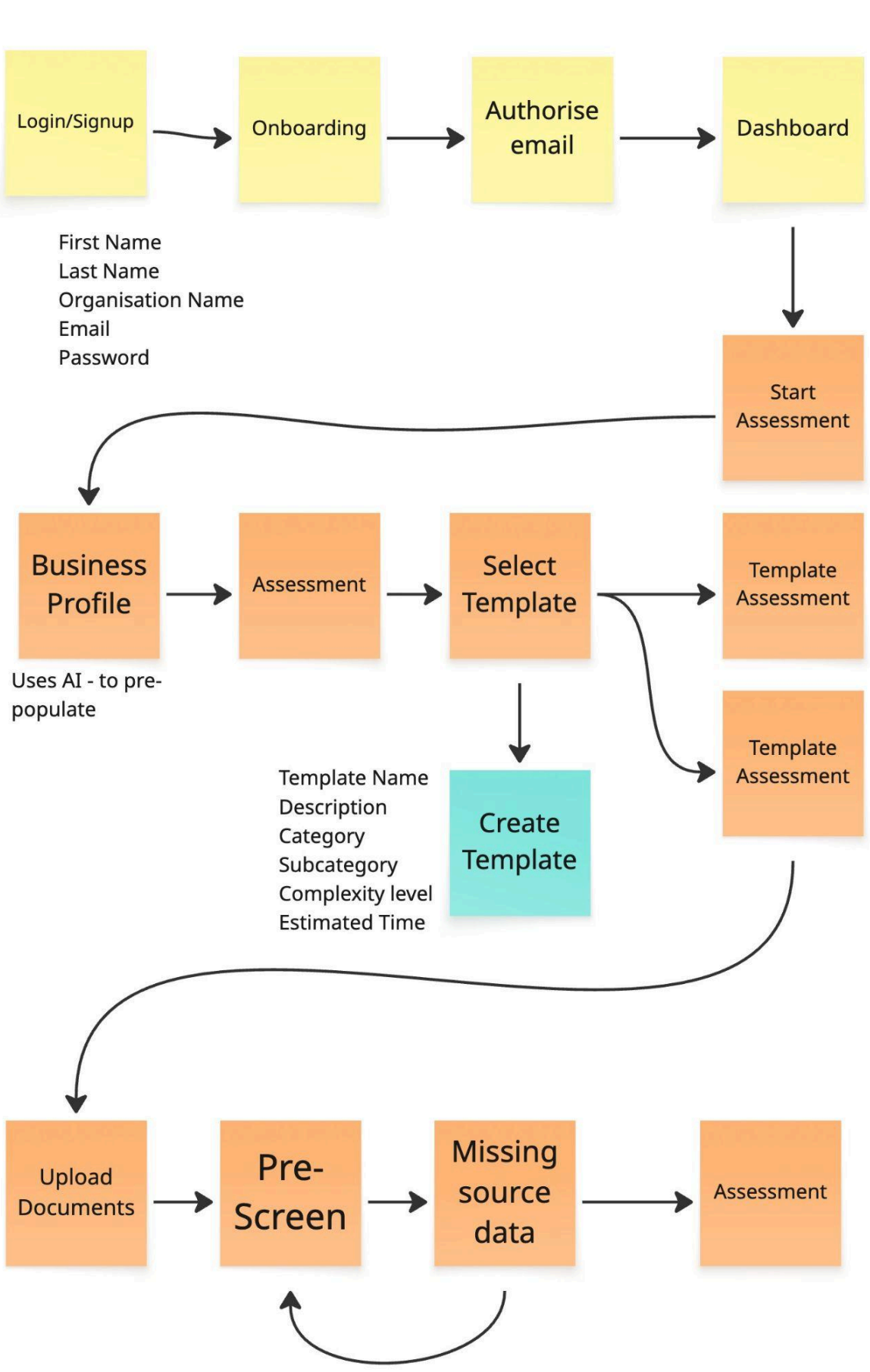
3. **Comprehensive Risk Assessment**
    - The user selects the assessment they want to carry out (Financial Crime Compliance or Trade Compliance)
    - Uses uploaded docs + AI to assess (using template structure). Example for Financial Crime:
        - Geographic Risk
        - Product/Service Risk
        - Transaction Risk
        - Governance & Controls
        - Regulatory Alignment (FATF, OFAC, EU, etc.)
    - Partial data = flagged as incomplete and show where the results have been affected by the missing data.

4. **Gap Analysis Output**
    - Risk areas categorized (Critical, Medium, Low)
    - Gaps shown per regulatory area
    - Strategy matrix generated: recommended focus areas, average implementation duration, and indicative costs
    - Option to download report (Premium plan only)

5. **Vendor Marketplace Integration**
    - A list of recommended vendors is shown matched based on the report gaps and recommended course of action.
    - Vendors tagged by risk areas (e.g., CDD, sanctions screening)

- User can filter, compare, and view vendor capabilities
- Basic comparison view (feature list, cloud/on-premise, avg price)
- Contact vendor (trackable action)
- Report vendor interest internally for analytics
- Customers contact with Vendor will be via a local form that will send an email to vendor from the platform with the enquiry (That way the enquiry/referral is trackable by the platform)

6. **Checkout & Monetization**
    - Free account = 1 limited report (view-only)
    - Premium = €599 (view + download + strategy matrix)
    - Stripe integration for card payments
    - Higher-tier/enterprise = Order form & invoicing
    - Plans for annual subscription model
    - Ability to update plan prices and number of credits each plan received in the admin panel. Ability to add new plans (integration with Stripe to create new subscriptions & price/plans)
    - Support for Discounts on the Stripe checkout - needs to work with subscription.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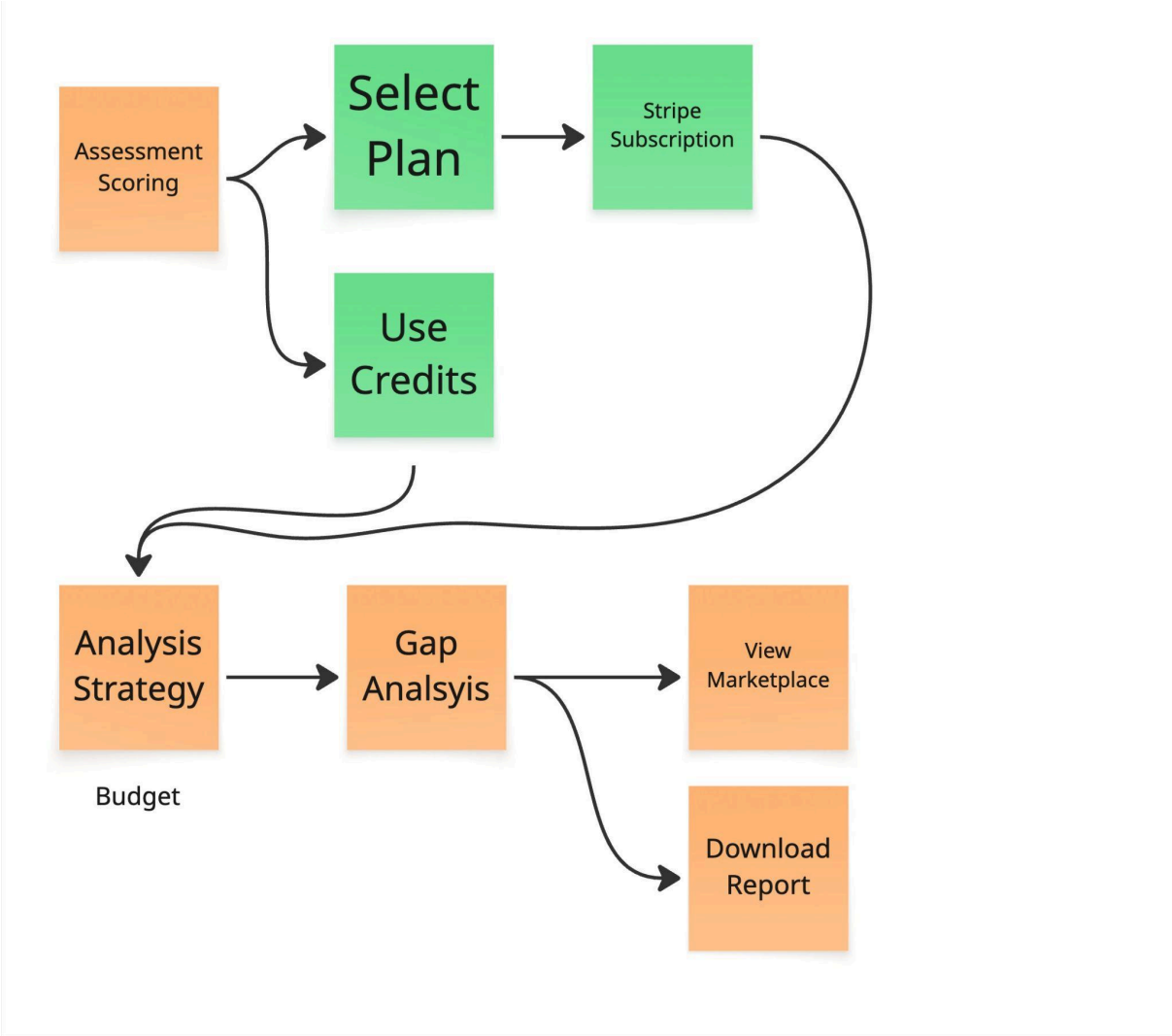


4 Feature Breakdown

4.1 ✅ MVP Features (phase1)

- Auth & Onboarding (KYC, email verification)

  Business Profile form with website/document AI parsing (documents supported PDF, DOCX, XLSX, HTML) (ChatGPT)
- Financial Crime Compliance risk template
- Trade Compliance risk template
- Modular template architecture
- Gap & risk scoring engine
- Risk output: summary, risk categories, criticality

- Strategy matrix (without full budget logic)
- Vendor marketplace: listing, tags, comparison
- Report download (premium) (PDF format)
- Stripe checkout (single payment + basic subscription)
- Admin analytics: user funnel, vendor clicks
- Vendor Marketplace contact vendor (track only)

4.1.1 Admin Panel Features (MVP)

- Dashboard: assessments started/completed
- Drop-off tracking (conversion funnel)
- Vendor engagement metrics (clicks, contacts)
- Vendor management (add/edit vendor listings, including risk tags, pricing, deployment type, and contact info)
- Manual user account control (edit, delete, reset password)
- Subscription view
- Revenue reports (PDF format)
- View credit balances per user/org
- View credit transactions (filters: date, type, assessment)
- Set per-template credit cost
- Override or manually adjust user credits
- Template add & edit
    - Add detail (name, description, status etc)
    - Add sections
    - Add questions
    - Add prompt per question

4.1.2 🧩 Modular Template Architecture

To support:

- Multiple templates (Financial Crime, Trade Compliance, AI Governance, etc.)
- Consistent processing by AI
- Expandability with new sections/questions
- Reusability across assessments

4.1.2.1 🗂️ Template Entity Structure

Each `Template` contains **sections**, each `Section` contains **questions**, and each `Question` contains metadata for scoring and AI prompting.

4.1.2.2 🔧 Data Model (Expanded)

Entity	Key Fields
`Template`	id, name, version, category (e.g. Financial Crime), description
`Section`	id, template_id, title, order, description
`Question`	id, section_id, text, category_tag, weight, ai_prompt_hint, scoring_rules

You can think of this as:

```
Template (e.g. Financial Crime)
└── Section (e.g. Sanctions Compliance)
    └── Question (e.g. "Does the company screen customers against OFAC lists?")
```

4.1.3 🤖 AI Interaction Flow

For each **question**:

1. **AI Prompt Generated**

   Uses `ai_prompt_hint` + full question text

   - Searches across:
     - Website content
     - Uploaded documents

2. **Document Matching**
   - AI attempts to locate relevant evidence
   - If data is found: AI evaluates clarity, completeness

3. **Scoring**
   - Based on `scoring_rules`, assign a score (e.g., 0–5 or high/med/low)
   - Missing data? → Flagged as incomplete

4. **Answer Record Stored**
   - Per assessment: question_id, score, explanation, source document (if applicable)

4.2 🚧 Phase 2 Features

- Multi-user support (invite team members, roles/permissions)
- Template expansion:

    - Custom Templates (Premium)
    - Create/Edit templates via UI
- Risk area logic editor (for template creators)
- Deeper document parsing (assign docs to questions or sections)
- AI fine-tuning for:
    - Double pass validation
    - Prompt refinement per sub-question
- Enhanced comparison view (vendor-by-risk mapping)
- RFP submission to vendors (Premium)
- Track RFP Progress
- Accept or reject RFP's
- Save assessments & historical comparison (longitudinal tracking)
- Marketplace budget input from vendors to drive strategy matrix more accurately
- Strategy matrix refinement: map risks → mitigation → vendor → cost

4.3 🧠 Phase 3 Features

- Consultant user role:
    - Assess clients under own account
    - White-labelable version
- Consultant marketplace (freelancers/firms)
- Regulatory framework library:
    - Embedded FATF, OFAC, etc.
    - Match risk/gap analysis to official guidance
- Auto-risk reduction scoring vs. past assessments
- Enterprise admin tools (org management, audit logs, advanced analytics)

- API integrations:
    - Connect to internal policy/document sources
    - Data input endpoints

4.4 Monetization Model

Plan Type	Price	Credits Included	Notes
Free	€0	0 credits	Can view demo templates only
Premium	€599	e.g. 10 credits	Each assessment = 1 credit
Enterprise	Custom	Custom	Volume discounts, invoicing
Top-up	e.g. €99	e.g. 3 credits	For occasional usage or overages

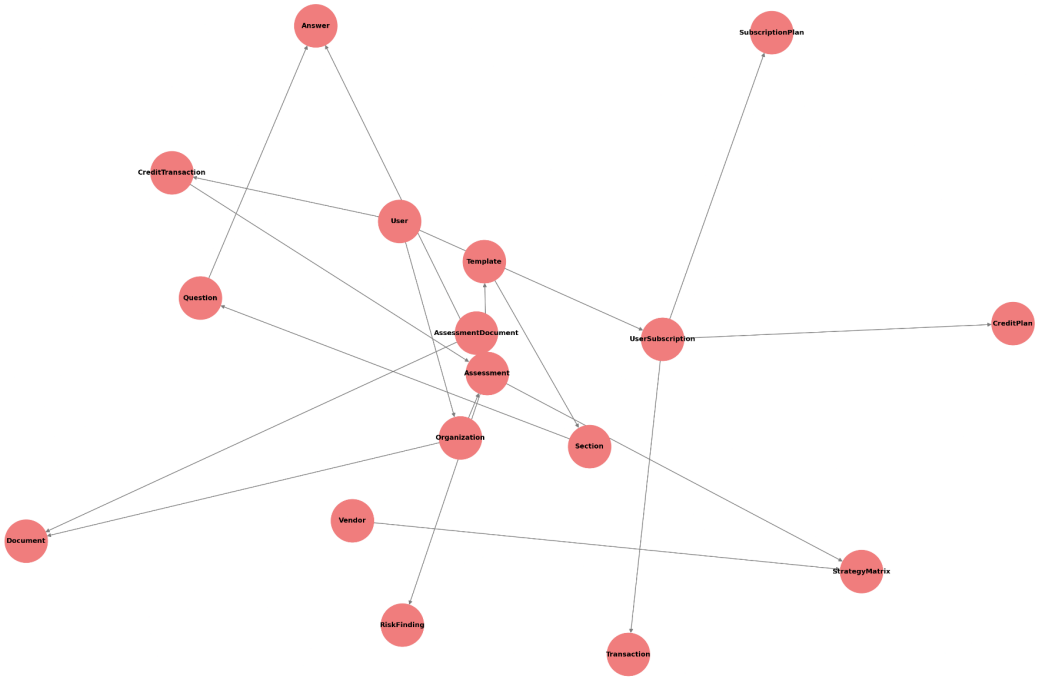
Billing: Stripe for self-service plans, invoice-based for enterprise
Pricing Variants: Regional discounts for emerging markets

5 Data Architecture

The Data architecture defines how information is structured, stored, related, and accessed within the system. It maps out the key entities (like users, assessments, documents, vendors, etc.) and how they connect to each other in a database.

It's a foundational layer of the platform that informs both **backend implementation** and **frontend functionality** — helping ensure the product is not just usable, but maintainable and extensible as it grows.

Entity	Description
`User`	id, email, password, role, organization_id
`Organization`	id, name, registration_id, tax_id, website
`Document`	id, organization_id, name, type, uploaded_by, uploaded_at, parse_status, metadata
`Assessment`	id, template_id, organization_id, created_at, status

`AssessmentDocument`	id, assessment_id, document_id (tracks which documents were used)
`Template`	id, name, version, category, logic_rules
`RiskFinding`	id, assessment_id, area, subcategory, severity, explanation
`StrategyMatrix`	id, assessment_id, recommendation, priority, duration_estimate, budget_estimate
`Vendor`	id, name, risk_areas[], features[], avg_price, contact_url
`SubscriptionPlan`	id, name, price, billing_cycle (e.g., monthly, annual), feature_set
`UserSubscription`	id, user_id, plan_id, start_date, end_date, payment_status, stripe_customer_id, credits_remaining
`Transaction`	id, user_id, amount, currency, date, payment_method, payment_provider_ref
`Template`	id, name, version, category, description
`Section`	id, template_id, title, order, description
`Question`	id, section_id, text, category_tag, weight, ai_prompt_hint, scoring_rules
`Answer`	id, assessment_id, question_id, score, explanation, source_reference, status (e.g. complete/incomplete)
`CreditTransaction`	id, user_id, change, reason, related_assessment_id, created_at
`CreditPlan`	id, name, credits, price, stripe_plan_id

Final Data Architecture Diagram (with Credit-Based Subscription Model)