

Perfect. Here's how we can strategically break this down into:

MVP Features (Phase 1 – “Drop and Drip”)

Focus: Hype + Core Utility + Early Engagement

1. BhaiCard – Pet Registration

- Digital pet profile
 - Basic details: name, age, breed, city
 - “Bhai Personality”: Chill Bhai, Ladaku Bhai, Romantic Bhai, etc.
 - Drip Level: Photo upload with merch or swag
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2. Gully Squad (Local Clubs)

- Auto-group by city/pincode
 - Public chat per squad (basic forum-style)
 - “Drop your Bhai!” — daily picture thread
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3. The BhaiBoard (Public Feed)

- Post pics, updates, reels
- Tag with vibe: “Swag Drop”, “Meetup”, “Chikni Alert”, “Meme Bhai”
- Simple like/comment

4. Join the Pack (Email Waitlist + Merch CTA)

- Collect emails for beta access
- CTA: Register to get first merch drop
- Showcase featured “Founding Bhai Members”

Future Features (Phase 2+) – “Expand the Kennel”

- Bhai2Bhai Matchmaking (doggy dates, mating, human connections)
- Verified Bhai Drip (QR-based merch tag system)
- BhaiMap (pet-friendly hangouts, events, partners)
- Barkboard (adoption, classifieds, missing dogs)
- Gamified Leaderboard (top Bhai by city)
- Dogesh Bhai Studio (AI swag filter for dogs)

Wireframe Plan (Phase 1 MVP)

1.

Homepage / Landing

- Hero banner with man + dog in Bhai drip
- Call to Action: “Register Your Bhai”

- Section: “What is Dogesh Bhai?”
 - Section: Join the Pack (email field)
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2.

Registration (BhaiCard)

- Form: Name, Breed, City, Age
 - Select Bhai Type (dropdown or funny quiz)
 - Upload pic
 - Get Bhai ID (shareable link + optional badge)
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3.

Gully Squad Page

- List of squads by city
 - See Bhai count in each
 - Join → Access chat + local feed
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4.

BhaiBoard Feed

- Grid of posts
- Filter by city or Bhai vibe

- Add post (image, caption, tags)

If you're ready, I can generate:

- Wireframe sketches (low fidelity)
- JSON structure for the registration schema
- UI ideas for BhaiCard and Gully Squad chat
- A Notion doc to track this MVP product build

What should we start with?