Business Model Canvas :

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SpecGuard AI — Copilot for requirements, not code.

Key Partners

1. GitHub / GitLab / Bitbucket (PR integration)
2. CI/CD platforms (GitHub Actions, Jenkins, CircleCI)
3. Cloud providers (AWS / GCP)
4. QA automation vendors
5. Early design-partner startups (beta customers)

Key Activities

1. **NLP → formal spec conversion**
2. **Ambiguity & contradiction detection**
3. **CI enforcement engine development**
4. **Product iteration with design partners**

Key Resources

1. **Proprietary spec-to-contract ML models**
2. **Spec violation dataset**
3. **Engineering team (LLM + backend + DevOps)**
4. **Cloud infrastructure**
5. **Early enterprise customers (feedback loop)**

Value Proposition

1. Converts vague requirements into executable contracts
2. Detects ambiguity before coding starts
3. Blocks PRs that violate product specs
4. Reduces rework, bugs, and requirement misalignment

Customer Relationships

1. **Self-serve onboarding for small teams**
2. **Dedicated support for enterprise**
3. **Slack / GitHub integration**

Channels

1. GitHub Marketplace
2. Direct sales to engineering teams
3. Dev communities (HackerNews, Reddit)

Customer Segments

1. **Primary:**
Mid-size SaaS companies (20–200 engineers)
2. **Secondary:**
Fintech / Healthtech teams
Product-heavy startups
QA-driven enterprises
3. **Decision makers:**
Engineering Managers
Tech Leads
Heads of Product

Cost Structure

1. **Cloud compute (LLM + inference)**
2. **Engineering salaries**
3. **Enterprise sales**
4. **Security + compliance**
5. **Customer support**

Revenue Streams

1. **Per-seat SaaS subscription**
2. **Team-based pricing**
3. **Enterprise contracts**
4. **Premium CI integrations**
5. **Compliance add-ons**

Lean Canvas:

Lean Canvas Model Template

Problem	Solution	Unique Selling Proposition	Unfair Advantage	Customer Segments
Teams ship correct code for the wrong requirements due to ambiguous specs.	AI converts natural language requirements into enforceable software contracts.	We prevent bugs *before code exists* by enforcing product intent.	Proprietary spec-to-behavior dataset deeply integrated into CI pipelines.	Mid-size SaaS, fintech, and healthtech engineering teams.

Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
Manual reviews, QA testing, and documentation tools that react too late.	Spec violations caught, bug reduction, PR rejections, team retention.	GitHub Actions + Design-by-Contract + LLM intelligence.	GitHub Marketplace, direct sales, dev communities, LinkedIn.	Series A/B product teams drowning in requirement ambiguity.

Cost Structure	Revenue Stream
LLM compute, cloud infra, engineering salaries, enterprise sales.	Per-seat SaaS subscriptions and enterprise licenses.